

Community Interest and Opinion Survey

Community Interest and Opinion Survey

Executive Summary of Citizen Survey Results

Overview of the Methodology

Lake Havasu City conducted a Community Interest and Opinion Survey during May and June of 2007 to establish priorities for the future development of parks and recreation facilities, programs, and services within the community. The survey was designed to obtain statistically valid results from households throughout Lake Havasu City. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with Lake Havasu City officials and members of the Lake Havasu City community in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

In May 2007, surveys were mailed to a random sample of 2,500 households in Lake Havasu City. Approximately three days after the surveys were mailed; each household that received a survey also received an electronic voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed; Leisure Vision began contacting households by phone, either to encourage completion of the mailed survey or to administer the survey by phone.

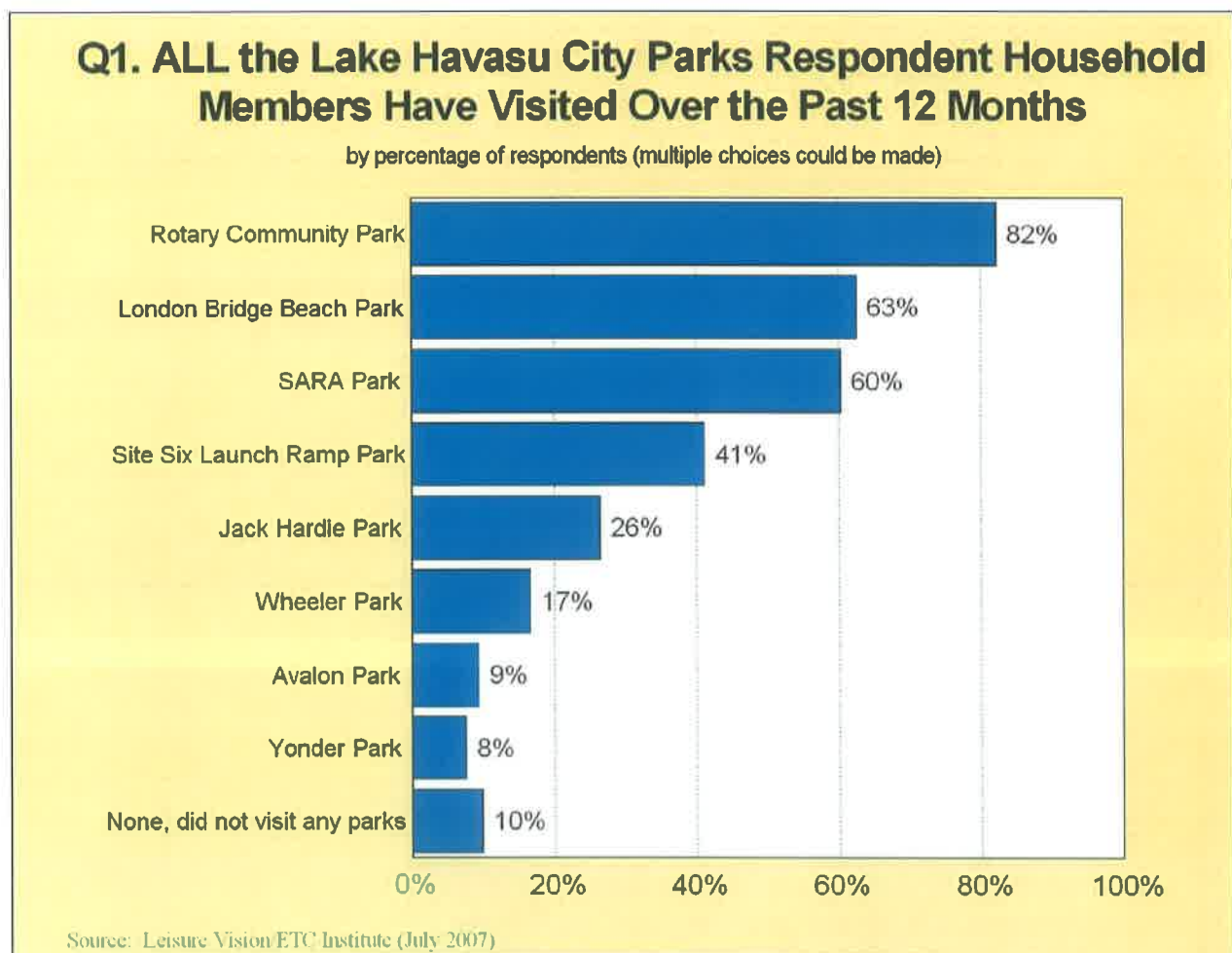
The goal was to obtain a total of at least 500 completed surveys within Lake Havasu City. This goal was exceeded with a total of 535 surveys having been completed within the City. The results of the random sample of 535 households have a 95% level of confidence with a precision of at least +/-4.4%.

The following pages summarize major survey findings:

ALL Lake Havasu City Parks Visited Over the Past Year

Respondents were asked to indicate ALL of the Lake Havasu City parks that they and members of their household have visited over the past year. The following summarizes key findings:

- **Rotary Community Park (82%) had the highest percentage of respondents indicate that they or members of their household have visited it over the past 12 months.** Other frequently mentioned parks that respondent household members have visited include: London Bridge Beach Park (63%) and SARA Park (60%).



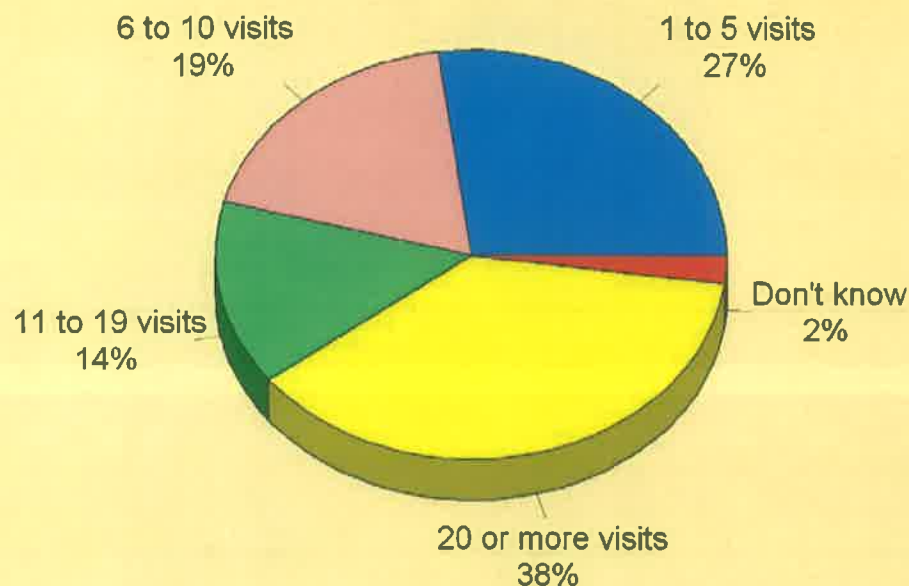
How Often Respondents Visited Lake Havasu City Parks Over the Past Year

Respondents were asked to indicate how often they and members of their household visited parks in Lake Havasu City over the past year. The following summarizes key findings:

- **Fifty-two percent (52%) of respondent household members visited parks in Lake Havasu City at least 11 times and 48% visit 1-10 times.** In addition, 71% visited parks 6 times over the past year and 38% visited parks 20 or more times.

Q2. How Often Respondent Household Members Visited Parks in Lake Havasu City Over the Past Year

by percentage of respondents

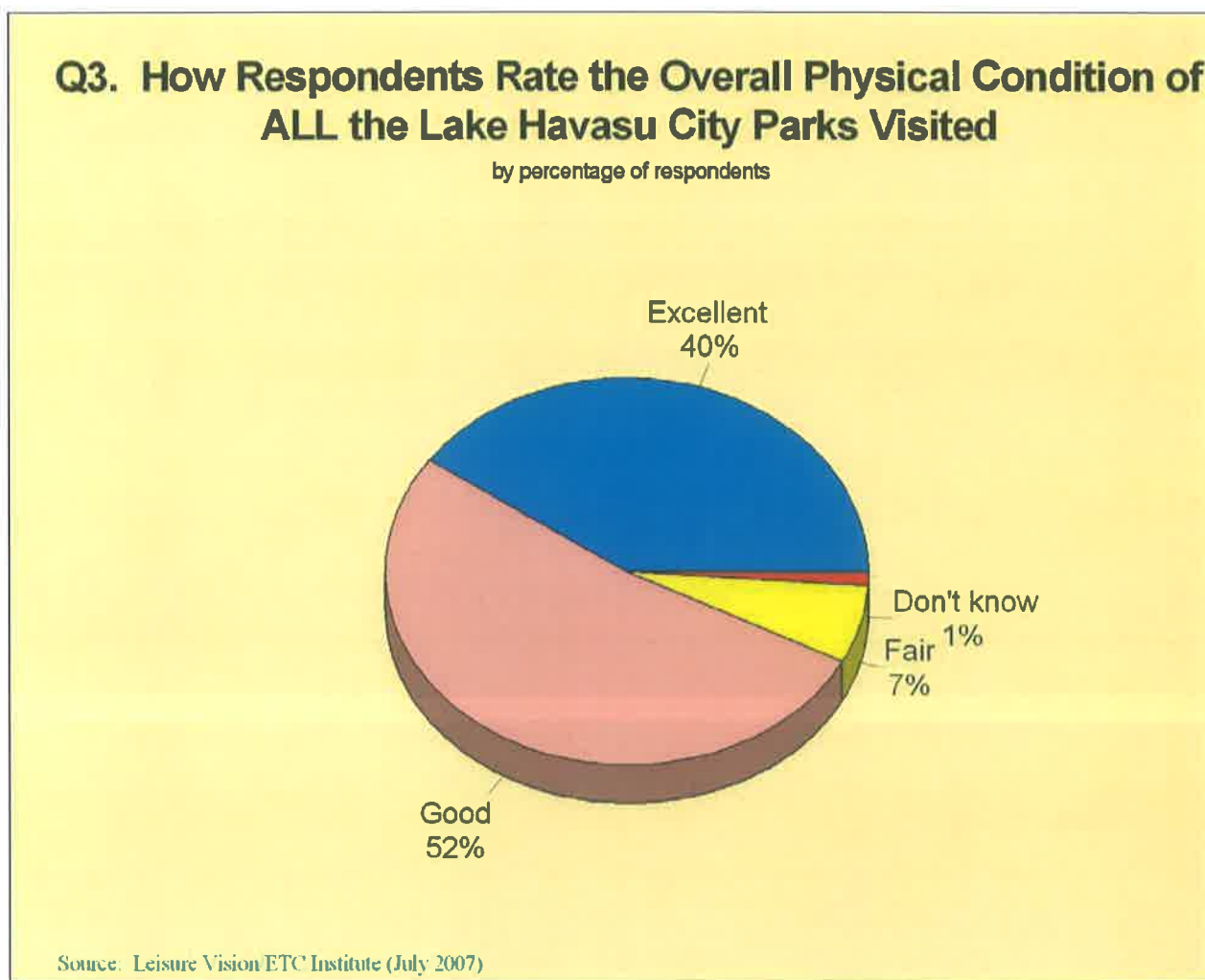


Source: Leisure Vision ETC Institute (July 2007)

Overall Physical Condition of ALL the Lake Havasu City Parks Visited

Respondents were asked to rate the overall physical condition of ALL the Lake Havasu City parks that they have visited. The following summarizes key findings:

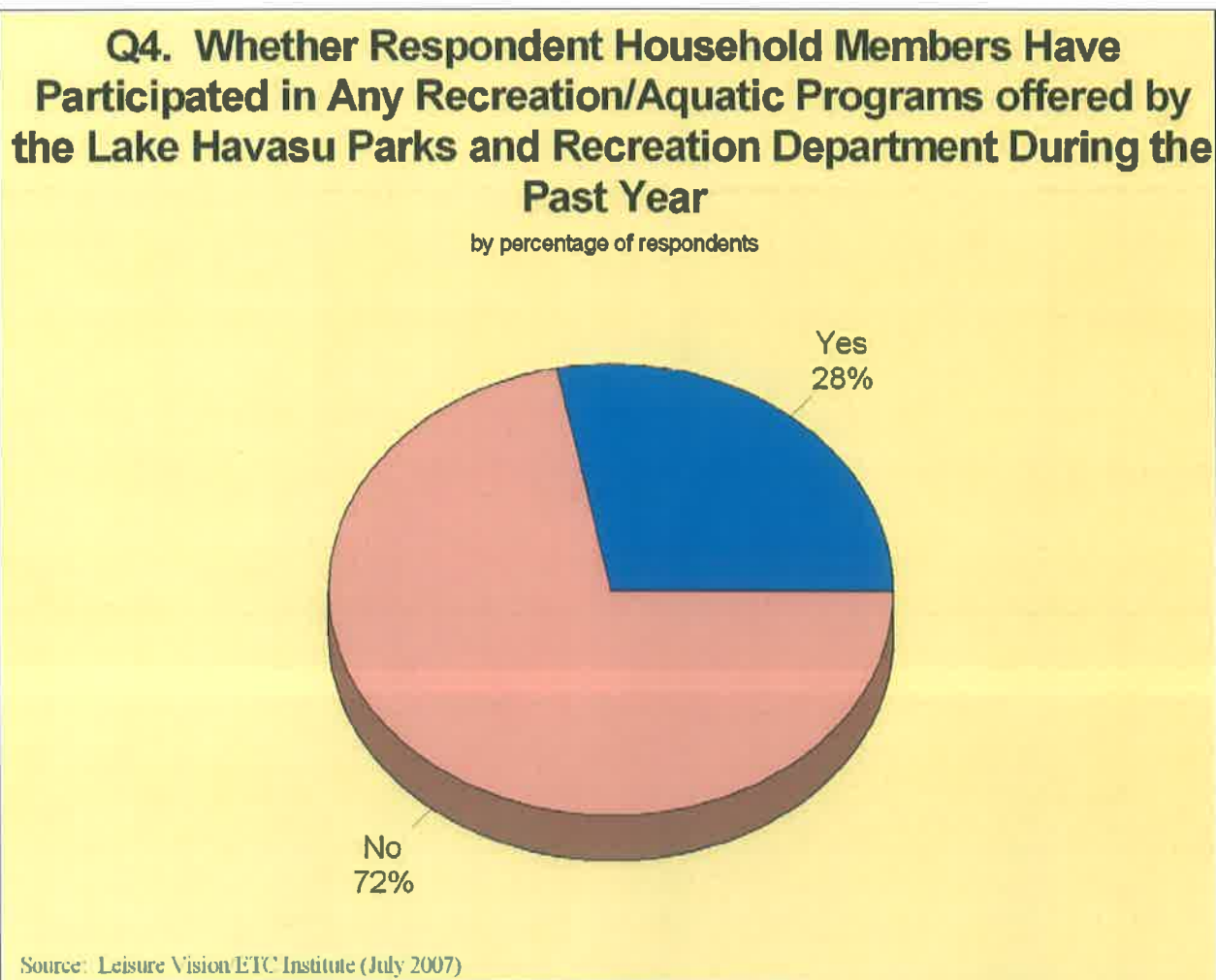
- **Ninety-two percent (92%) of respondents rate the overall physical condition of all the Lake Havasu City Parks visited as either excellent (40%) or good (52%).** Additionally, only 7% rated the parks visited as fair, and 1% indicated “don’t know”.



Participation in Recreation/Aquatic Programs Over the Past Year

Respondents were asked whether they had participated in any recreation/aquatic programs offered by the Lake Havasu Parks and Recreation Department during the Past Year. The following summarizes key findings:

- **Twenty-eight percent (28%) of respondent household members have participated in recreation/aquatic programs offered by the Lake Havasu Parks and Recreation Department during the past year.**



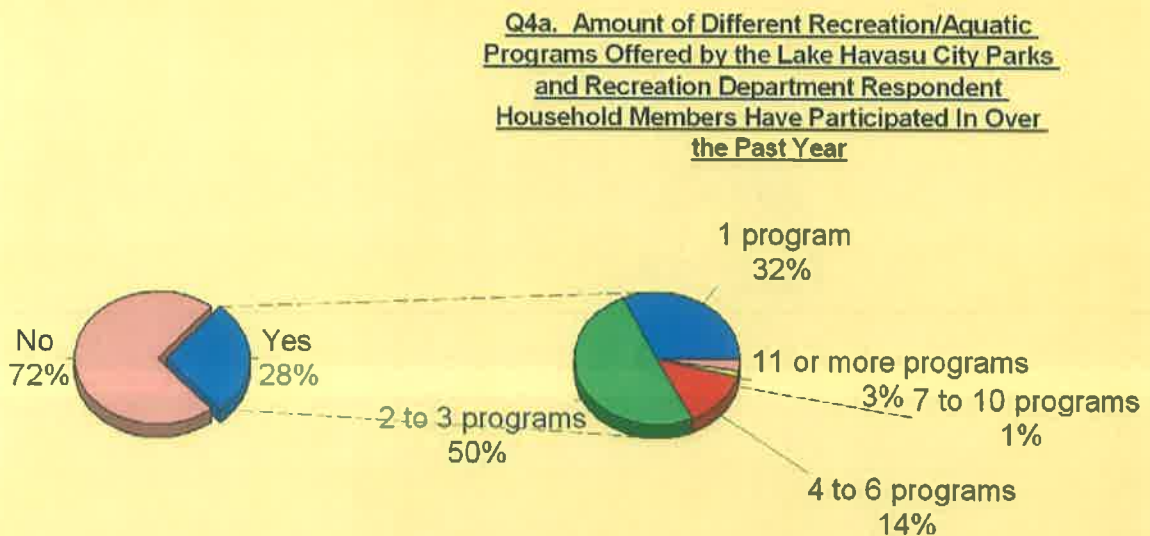
Amount of Recreation/Aquatic Programs Participated in Over the Past Year

Respondents, who have participated in any recreation/aquatic programs, were then asked how many different recreation/aquatic programs offered by the Lake Havasu City Parks and Recreation Department they participated in over the past year. The following summarizes key findings:

- **Of the 28% of respondents that have participated in recreation/aquatic programs offered by the Lake Havasu City Parks and Recreation Department during the past year, 68% have participated in 2 or more programs. In addition, 18% have participated in 4 or more programs.**

Q4. Whether Respondent Household Members Have Participated in Any Recreation/Aquatic Programs offered by the Lake Havasu City Parks and Recreation Department During the Past Year

by percentage of respondents



Source: Leisure Vision/ETC Institute (July 2007)

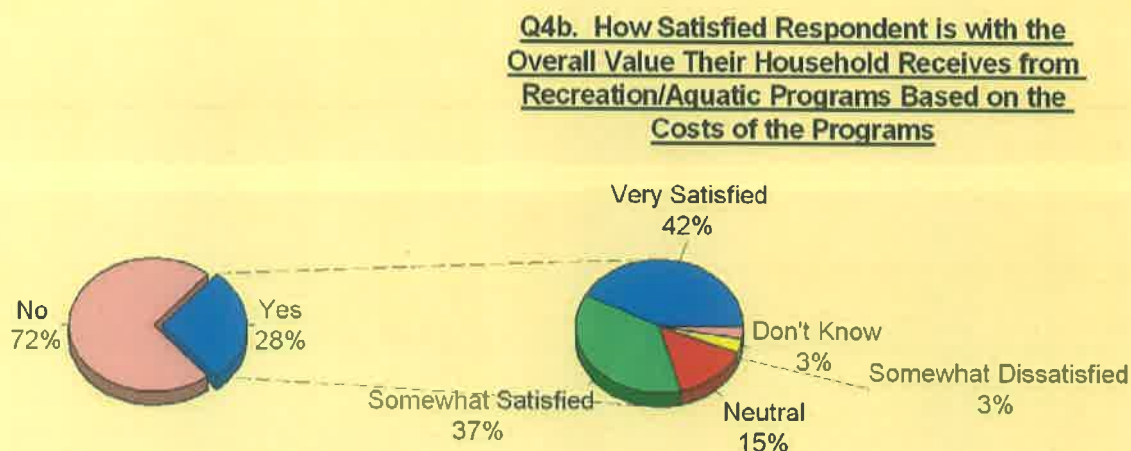
Satisfaction with Overall Value Household Receives From Programs Based on Costs of the Programs

Respondents, who have participated in recreation/aquatic programs, were then asked how satisfied they are with the overall value their household receives from recreation/aquatic programs based on the costs of the programs. The following summarizes key findings:

- Of the 28% of respondents that have participated in recreation/aquatic programs offered by the Lake Havasu City Parks and Recreation Department during the past year, 79% are either very satisfied (42%) or somewhat satisfied (37%) with the overall value their household receives from recreation/aquatic programs based on the costs of the programs. Additionally, only 3% indicated being somewhat dissatisfied, while 15% indicated being neutral. In addition 3% indicated “don’t know”.

Q4. Whether Respondent Household Members Have Participated in Any Recreation/Aquatic Programs offered by the Lake Havasu Parks and Recreation Department During the Past Year

by percentage of respondents



Source: Leisure Vision/ETC Institute (July 2007)

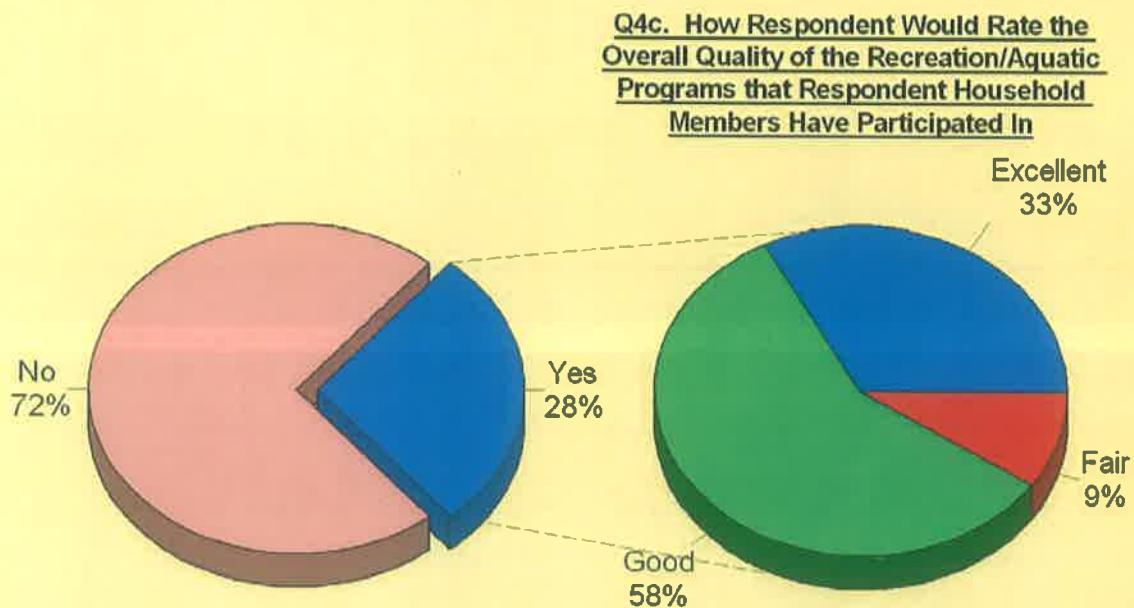
Rating of the Overall Quality of the Programs Participated in

Respondents, who have participated in recreation/aquatic programs, were then asked how they would rate the overall quality of the recreation/aquatic programs that they and members of their household have participated in. The following summarizes key findings:

- **Of the 28% of respondents that have participated in recreation/aquatic programs offered by the Lake Havasu City Parks and Recreation Department during the past year, 91% rated the overall quality of the recreation/aquatic programs that respondent household members have participated in as either excellent (33%) or good (58%). In addition 9% indicated the quality of the recreation/aquatic programs as fair.**

Q4. Whether Respondent Household Members Have Participated in Any Recreation /Aquatic Programs offered by the Lake Havasu Parks and Recreation Department During the Past Year

by percentage of respondents

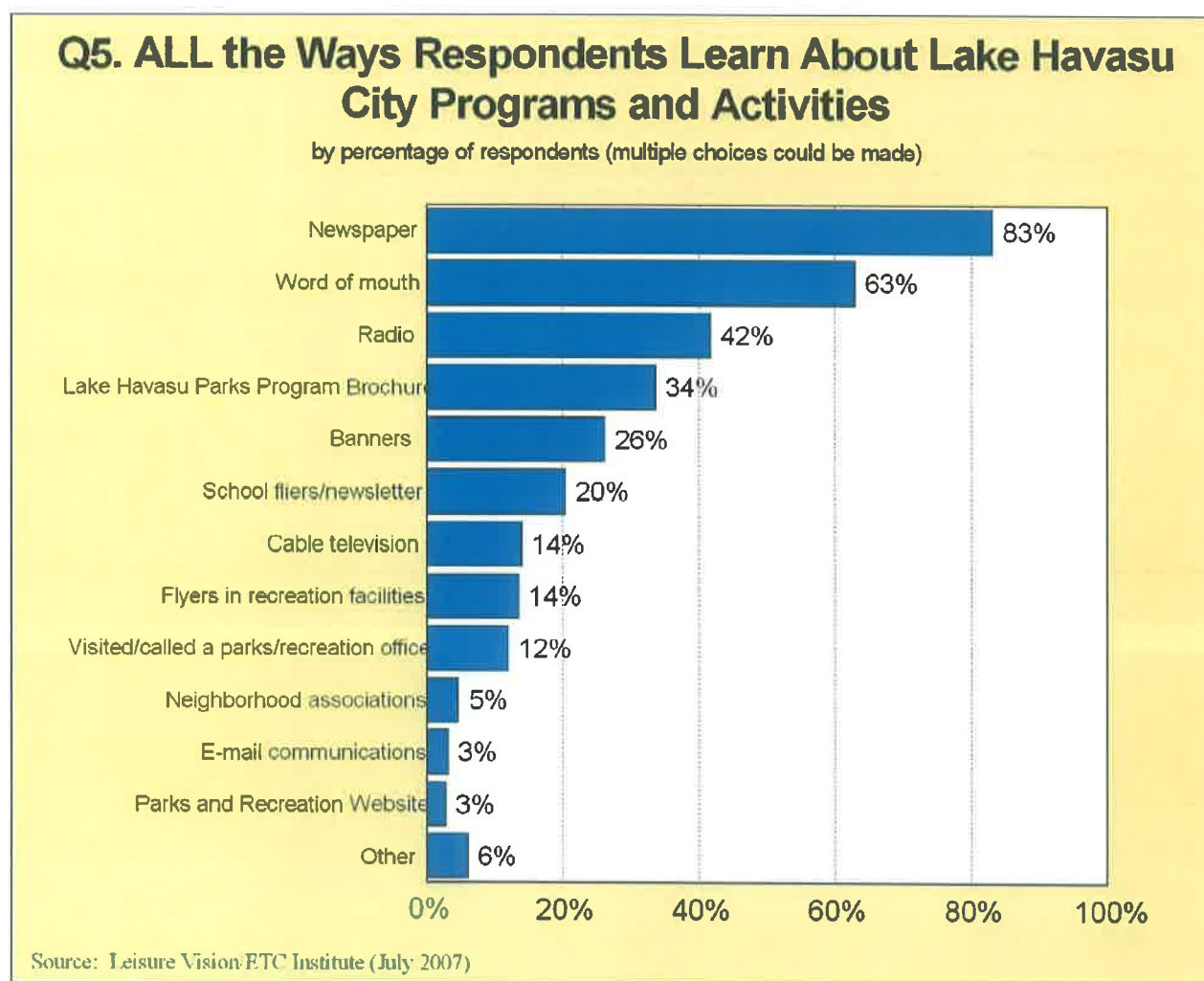


Source: Leisure Vision ETC Institute (July 2007)

ALL the Ways Respondents Learn About Lake Havasu City Programs and Activities

Respondents were asked to indicate ALL the ways that they learn about Lake Havasu City programs and activities. The following summarizes key findings:

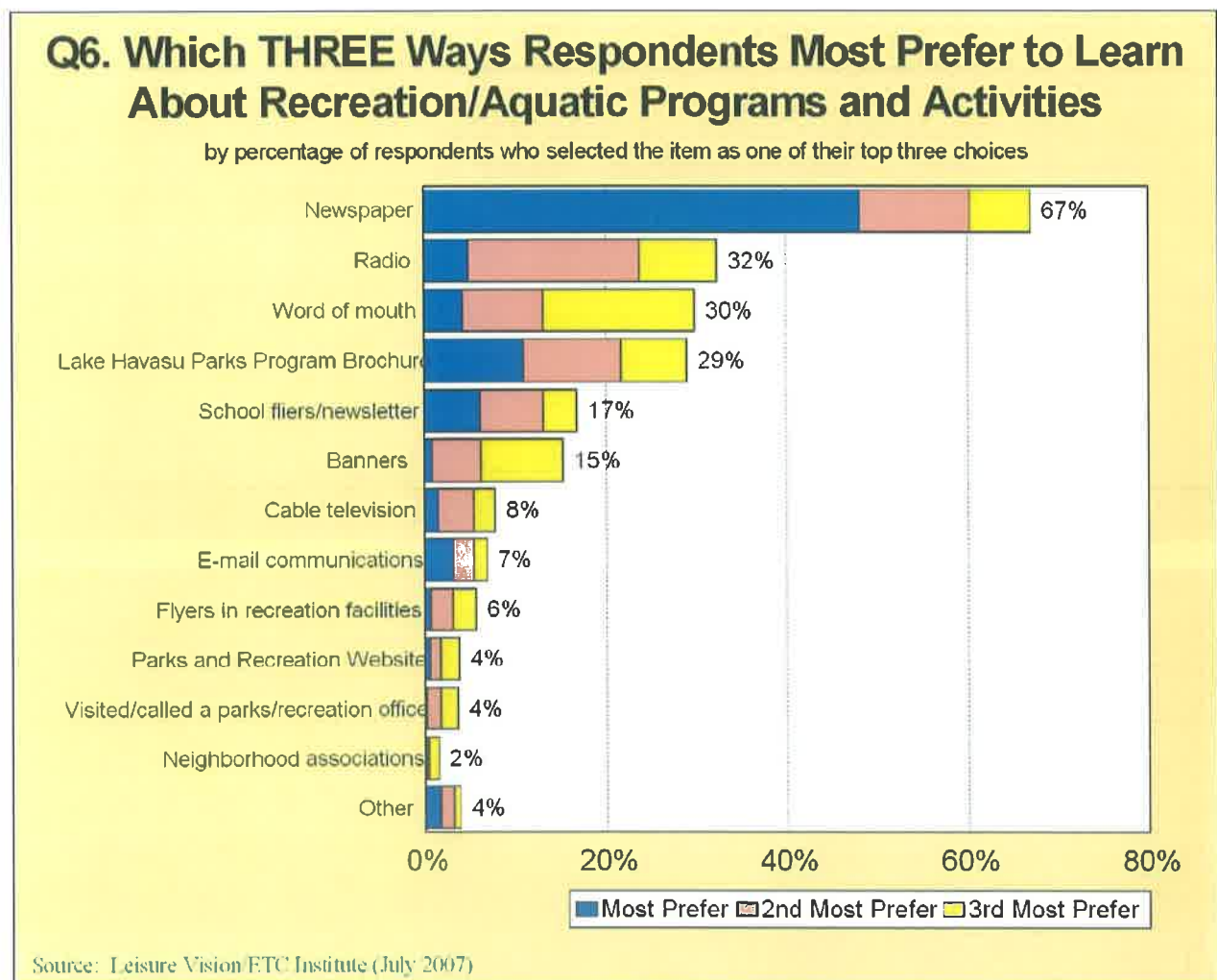
- **Newspaper (83%) has the highest percentage of respondents indicate it as the way they most learn about Lake Havasu City programs and activities.** Other frequently mentioned ways that respondent's learn about Lake Havasu City programs and activities include: word of mouth (63%), radio (42%) and Lake Havasu Parks Program Brochure (34%).



THREE Ways Respondent Prefers to Learn About Programs and Activities

Respondents were given a list of 12 programs and activities and asked to indicate which THREE ways respondent most prefers to learn about recreation/aquatic programs and activities. The following summarizes key findings:

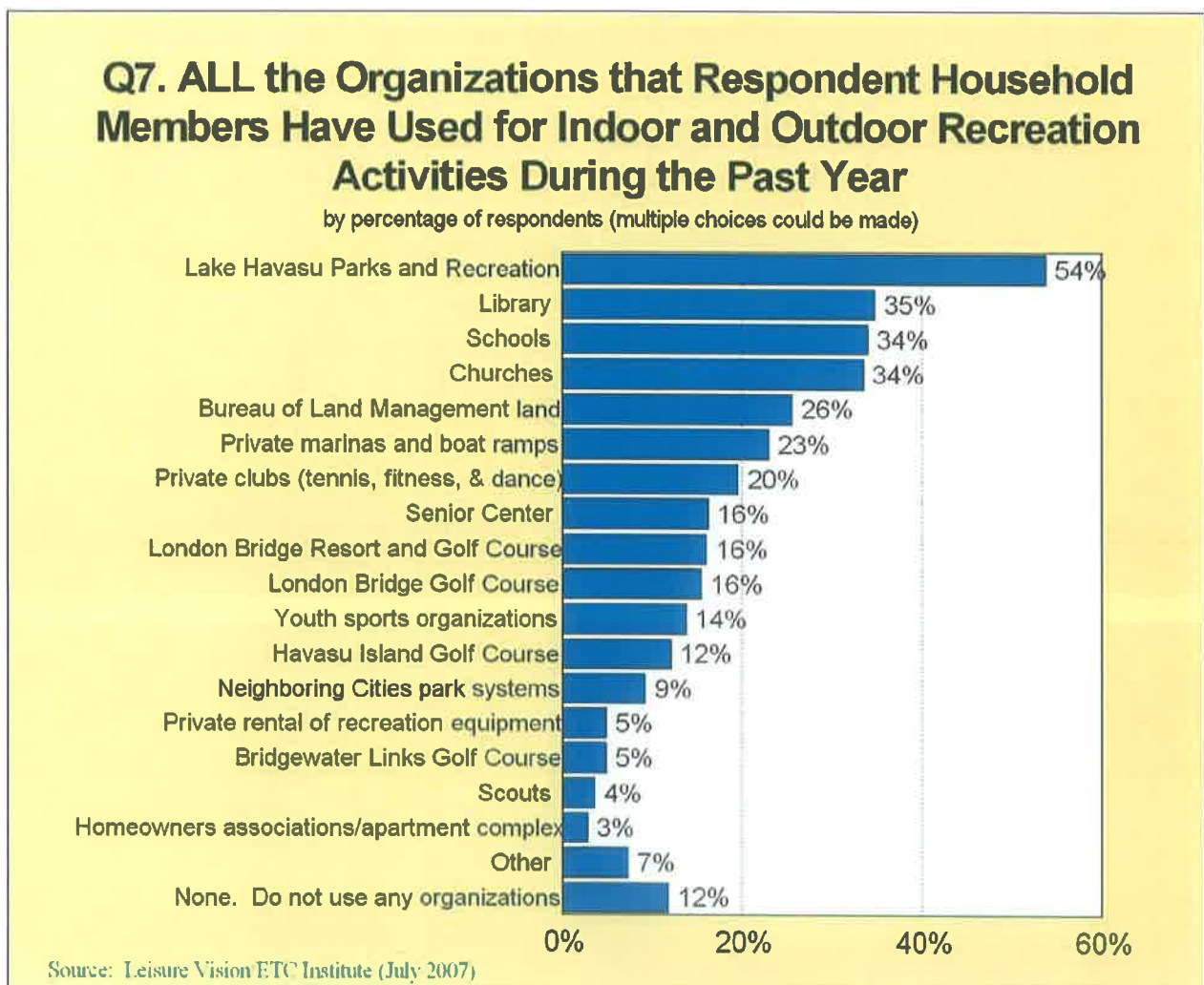
- **Based on the sum of their top three choices, the ways respondents most prefer to learn about recreation/aquatic programs and activities include: newspaper (67%), radio (32%), word of mouth (30%), and Lake Havasu Parks program brochure (29%).** It should also be noted that newspaper (67%) had the highest percentage of respondents select it as their first choice as the most important facility.



ALL Organizations Used for Indoor and Outdoor Recreation Activities During the Past Year

From a list of 17 organizations, respondents were asked to indicate ALL the organizations that respondent households have used for indoor and outdoor recreation activities during the past year. The following summarizes key findings:

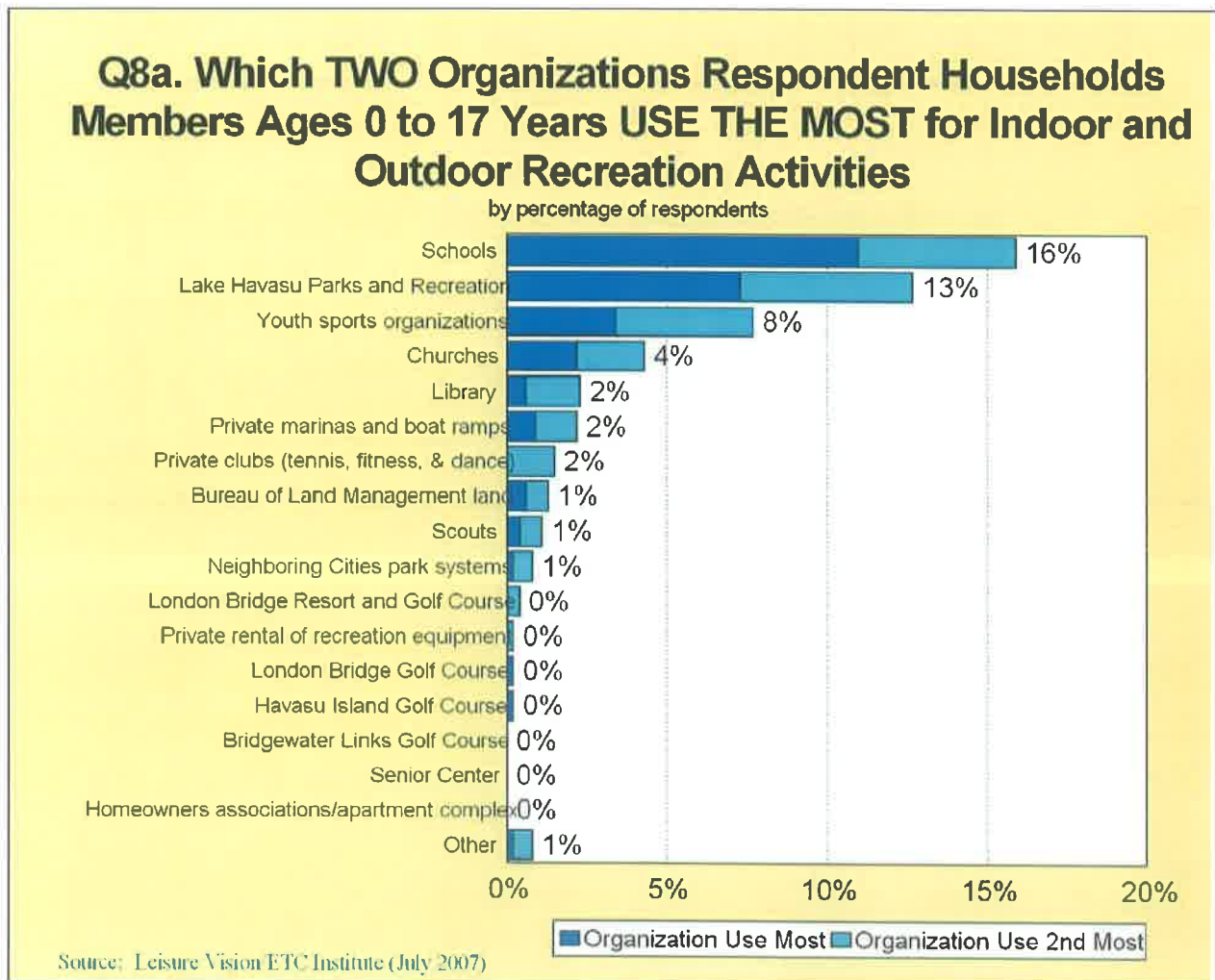
- **Lake Havasu Parks and Recreation (54%) is the most frequently mentioned organization that respondent household members have used for indoor and outdoor recreation activities during the past year.** Other frequently mentioned organizations include: library (35%), schools (34%), and churches (34%).



Which TWO Organizations Respondent Household Members Ages 0 to 17 Years USE THE MOST

From the list of 17 organizations, respondent household members ages 0 to 17 year, were asked to indicate which TWO organizations they USE THE MOST for indoor and outdoor recreation activities. The following summarizes key findings:

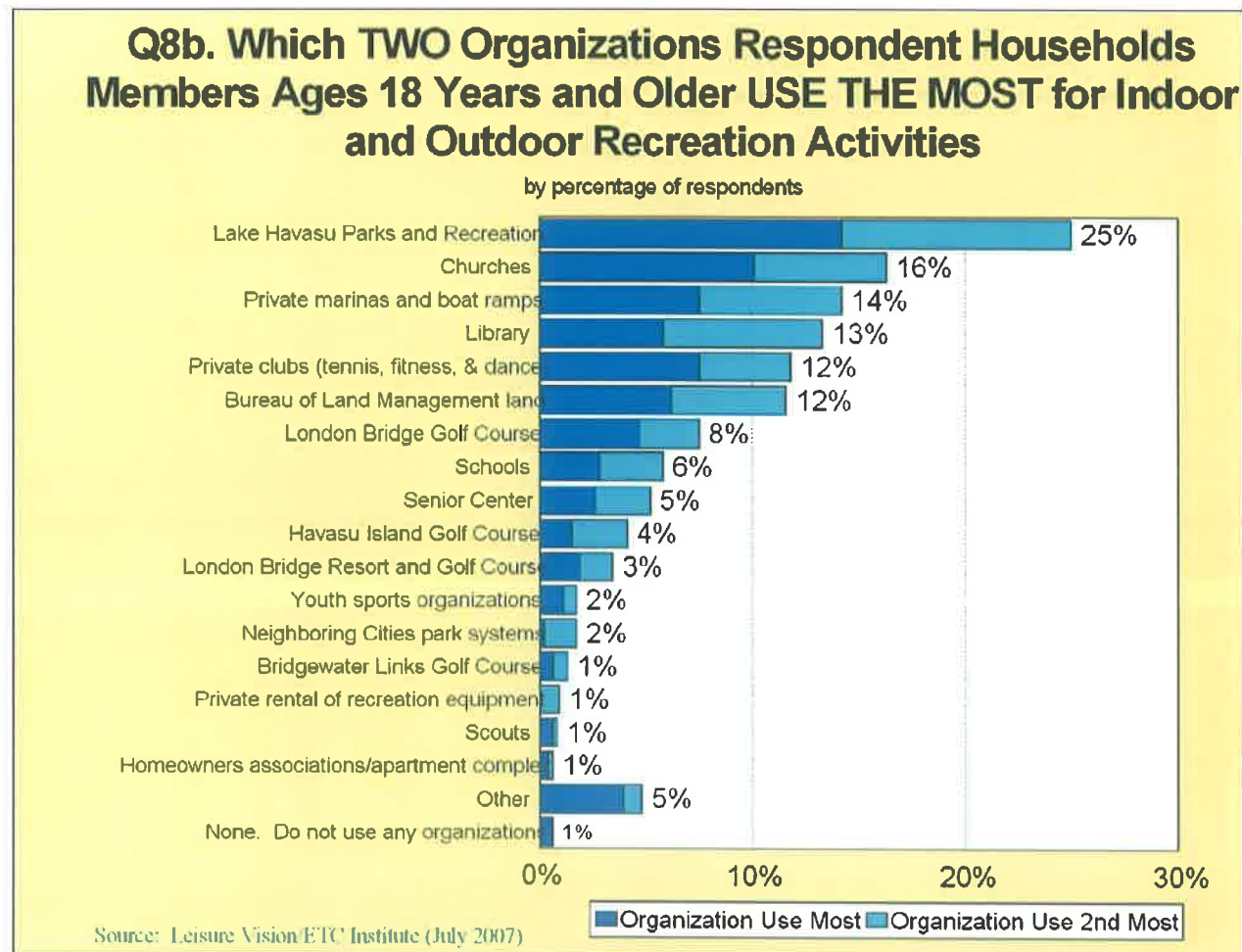
- **Based on the sum of their top two choices, the organizations respondent household members ages 0 to 17 years use the most for indoor and outdoor recreation activities include: Schools (16%), Lake Havasu Parks and Recreation (13%), and youth sports organizations (8%).** It should also be noted that schools had the highest percentage of respondents select it as their first choice as the most important facility.



Which TWO Organizations Respondent Household Members Ages 18 Years of Older USE THE MOST

From the list of 17 organizations, respondent household members ages 18 years and older, were asked to indicate which TWO organizations they USE THE MOST for indoor and outdoor recreation activities. The following summarizes key findings:

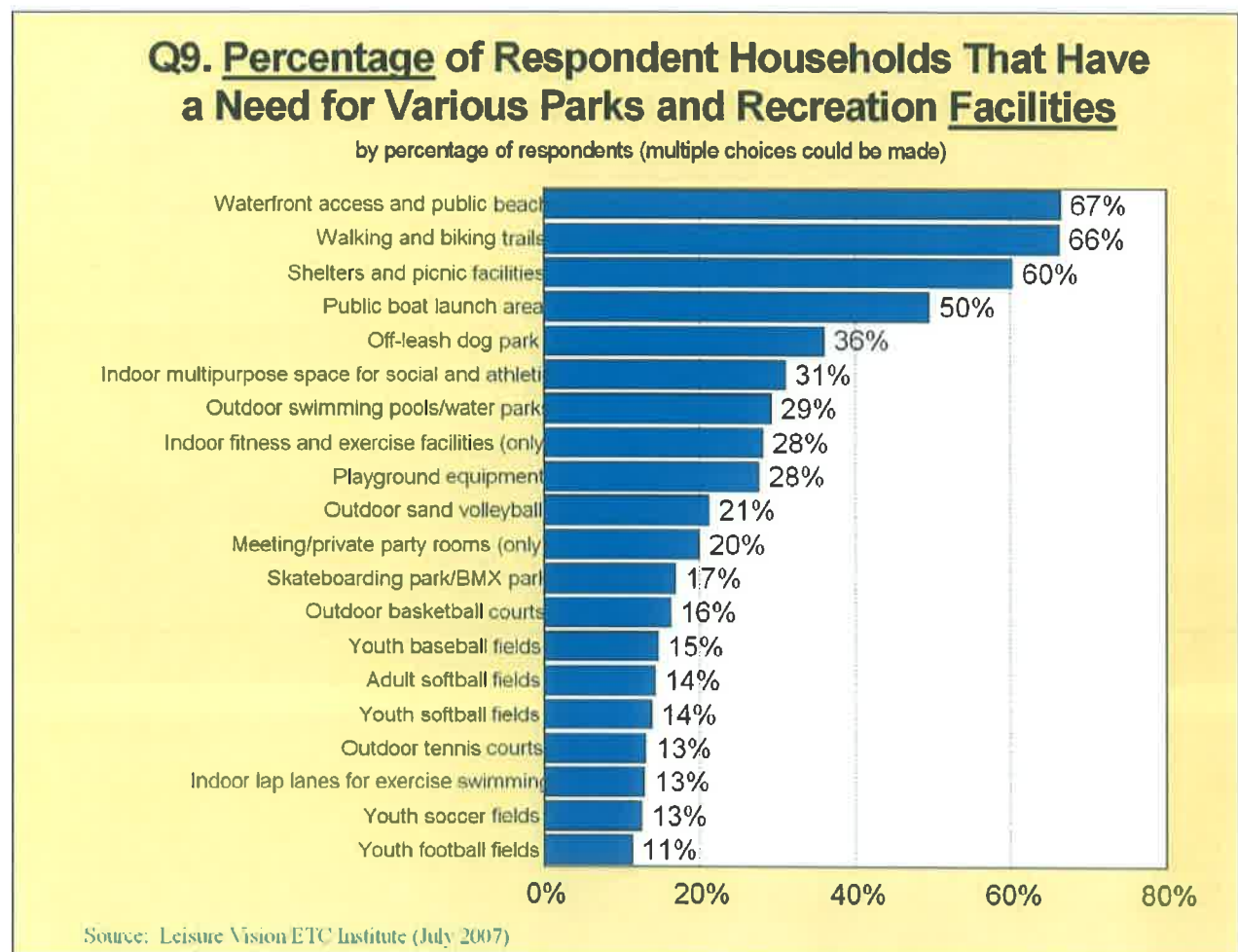
- **Based on the sum of their top two choices, the organizations respondent household members ages 18 years and older use the most for indoor and outdoor recreation activities include: Lake Havasu Parks and Recreation (25%), churches (16%), private marinas and boat ramps (14%), and library (13%).** It should also be noted that Lake Havasu Parks and Recreation had the highest percentage of respondents select it as their first choice as the most important facility.



Need for Recreation Facilities

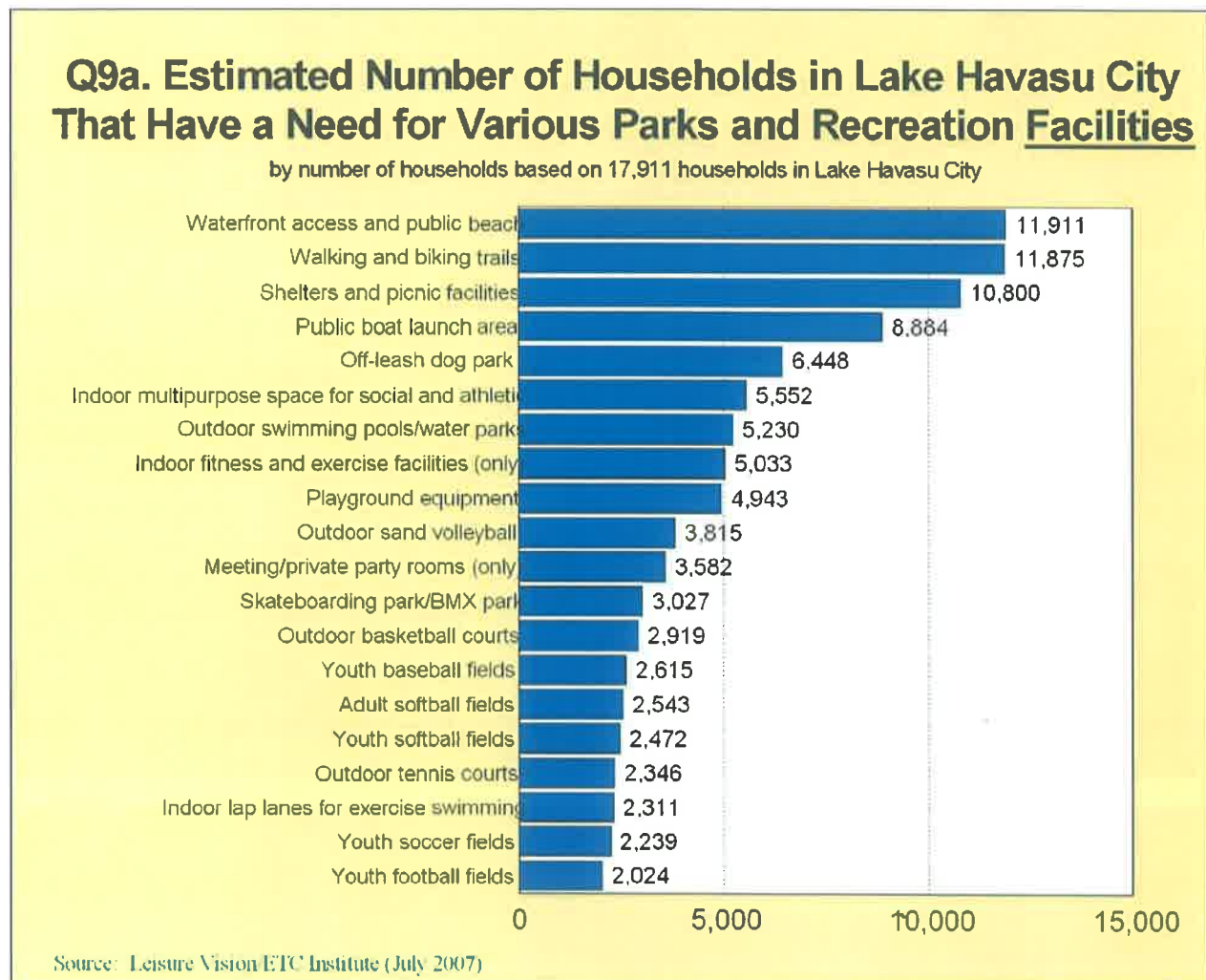
From the list of 21 recreation facilities, respondents were asked to indicate all of the ones that they and members of their household have a need for. The following summarizes key findings:

- **There are four parks and recreation facilities that at least 50% of respondent households have a need for: waterfront access and public beach (67%), walking and biking trails (66%), shelters and picnic facilities (60%) and public boat launch area (50%).**



Need for Recreation Facilities in Lake Havasu City

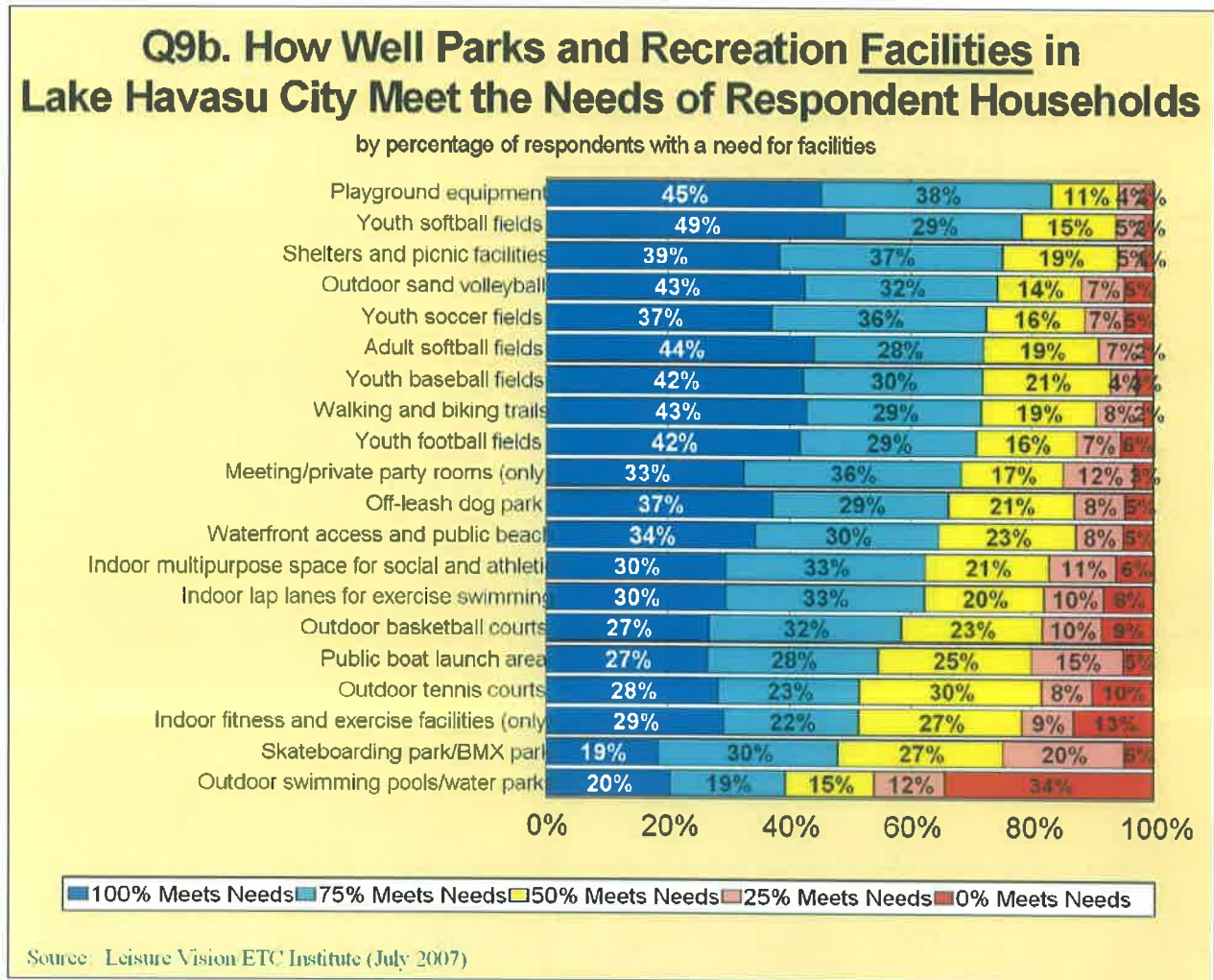
From the list of 21 recreation facilities, respondents were asked to indicate which ones they and members of their household have a need for. The graph below shows the estimated number of households in Lake Havasu City that have a need for recreation facilities based on 17,911 households in Lake Havasu City.



How Well Recreation Facilities Meet Needs

From the list of 21 recreation facilities, respondent households that have a need for facilities were asked to indicate how well those facilities meet their needs. The following summarizes key findings:

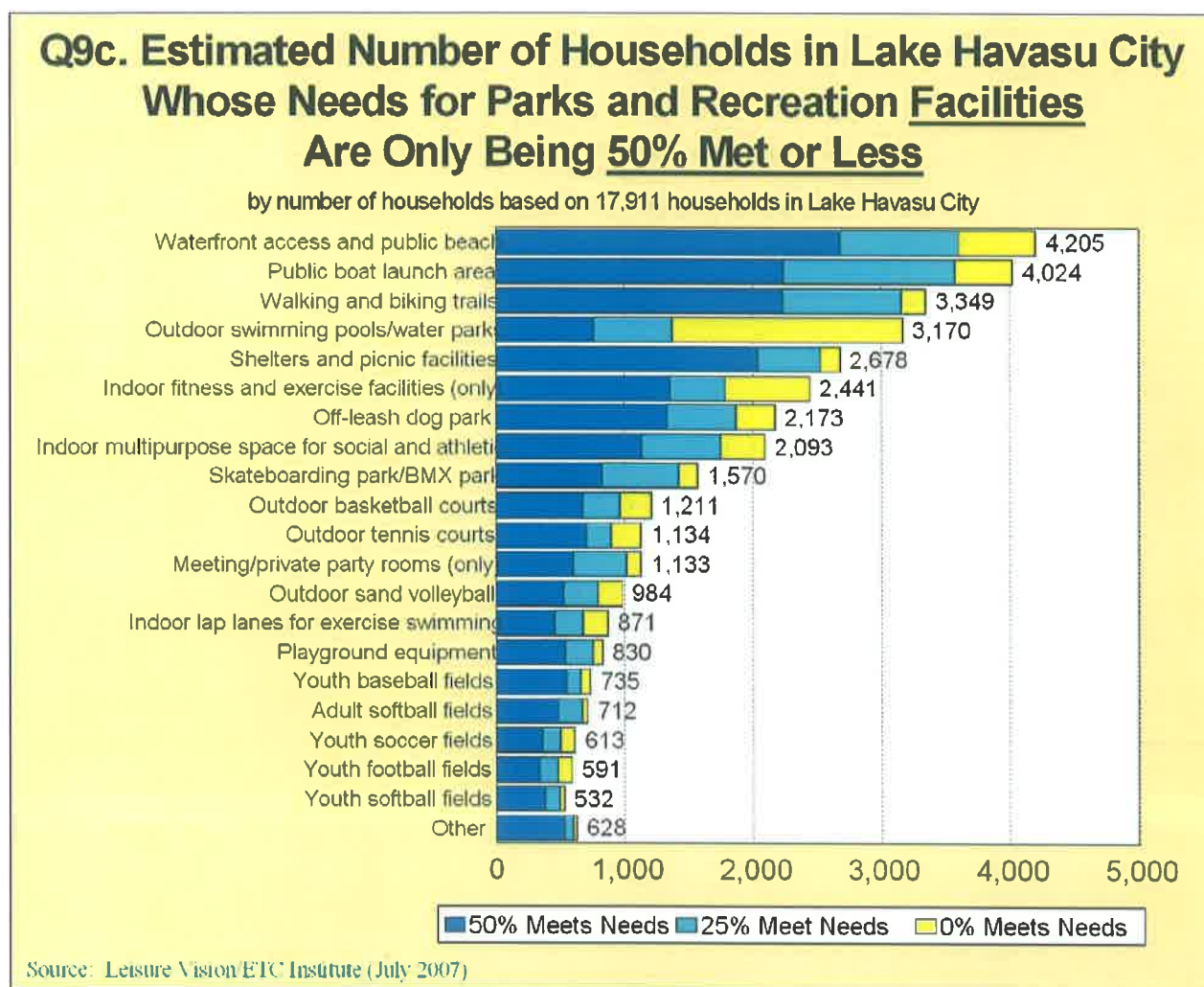
- For all 21 facilities, less than 50% of respondents indicated that the facility completely meets the needs of their household.



Lake Havasu City Households with Their Facility Needs Being 50% Met or

Less

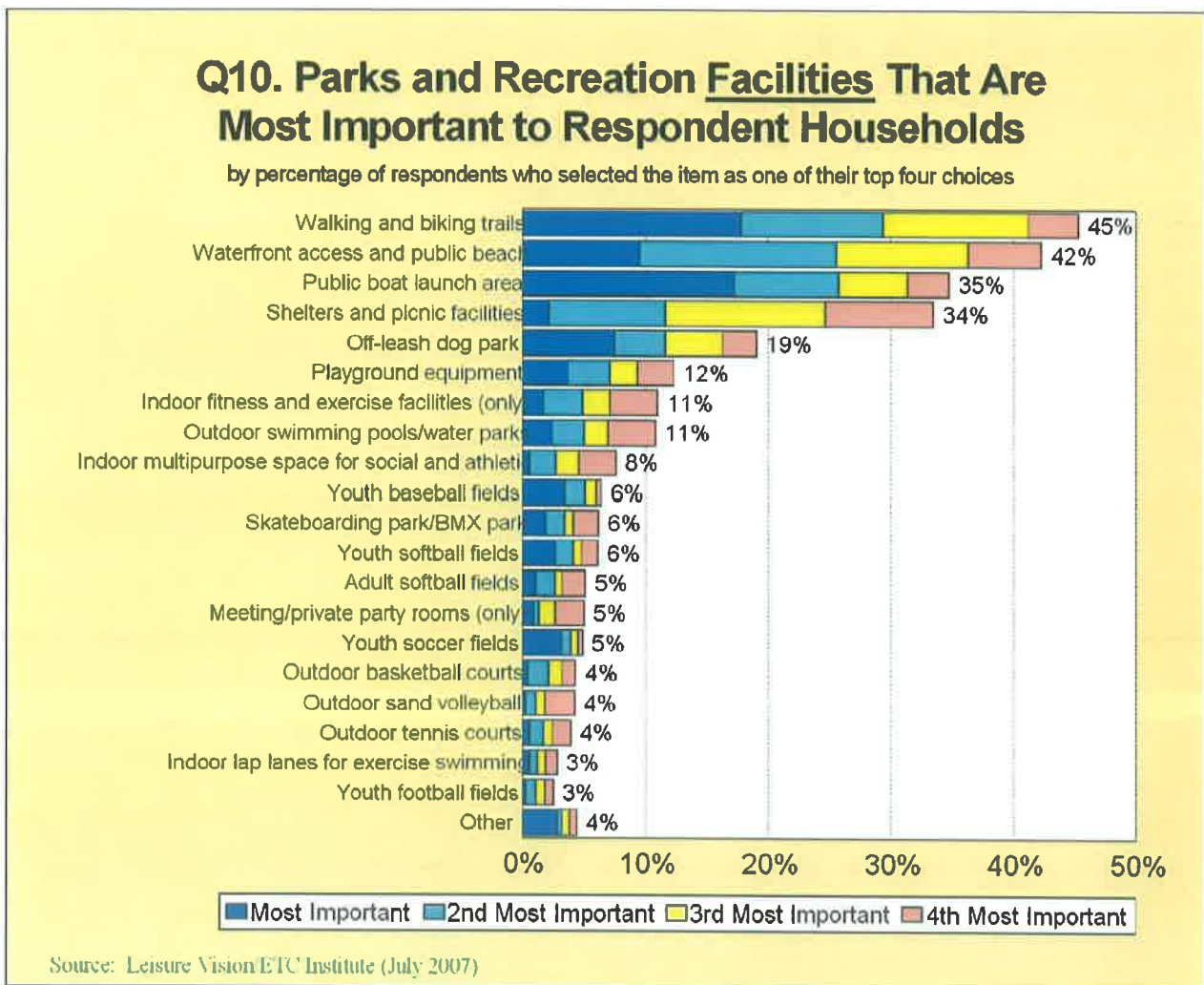
From the list of 21 recreation facilities, respondent households that have a need for facilities were asked to indicate how well those facilities meet their needs. The graph below shows the estimated number of households in Lake Havasu City whose needs for facilities are only being 50 % met or less, based on 17,911 households in Lake Havasu City.



Most Important Recreation Facilities

From the list of 21 recreation facilities, respondents were asked to select the four that are most important to their household. The following summarizes key findings:

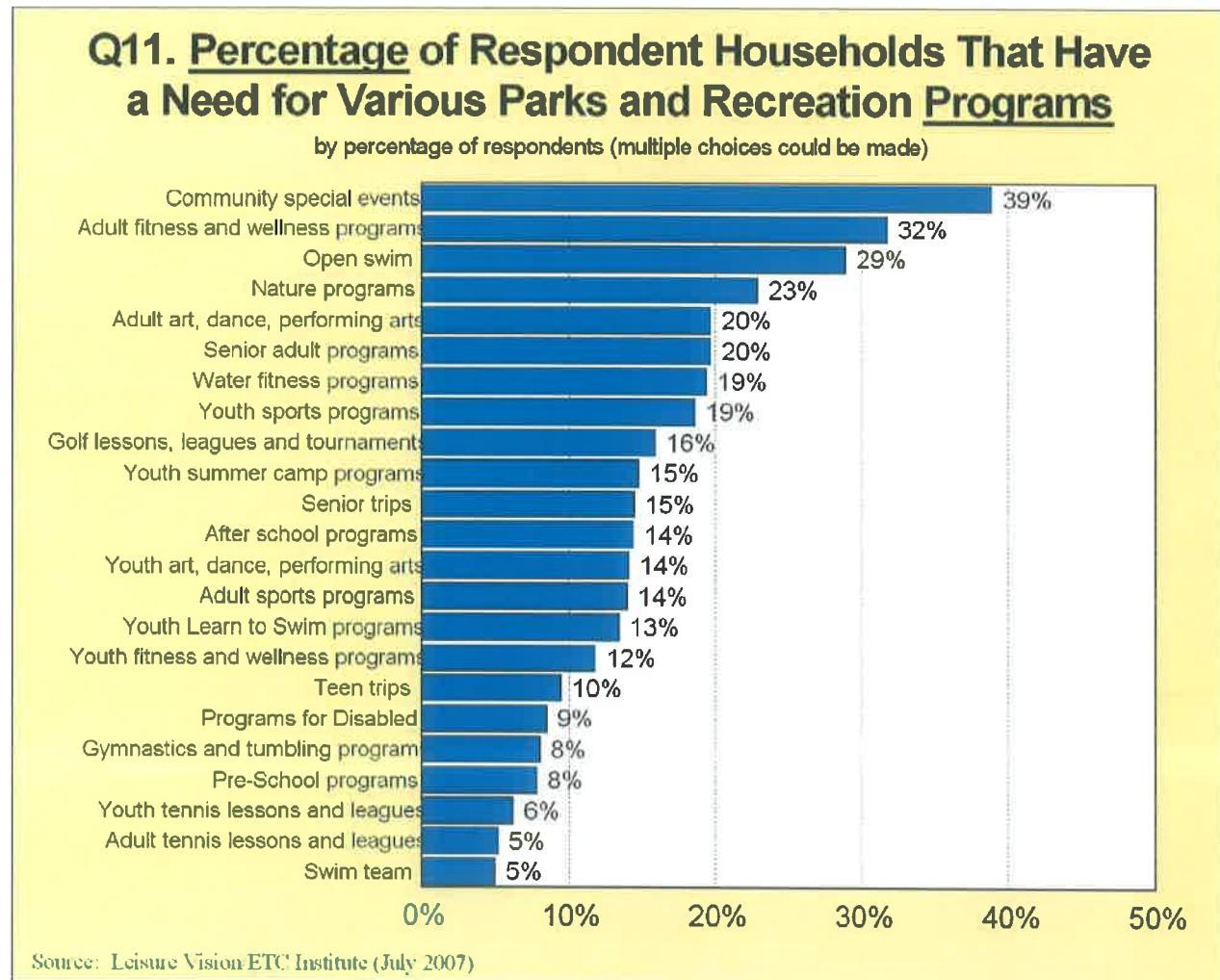
- **Based on the sum of their top four choices, the facilities that respondent households rated as the most important include: walking and biking trails (45%), waterfront access and public beach (42%), public boat launch area (35%), and shelters and picnic facilities (34%).** It should also be noted that walking and biking trails had the highest percentage of respondents select it as their first choice as the most important facility.



Need for Recreation Programs

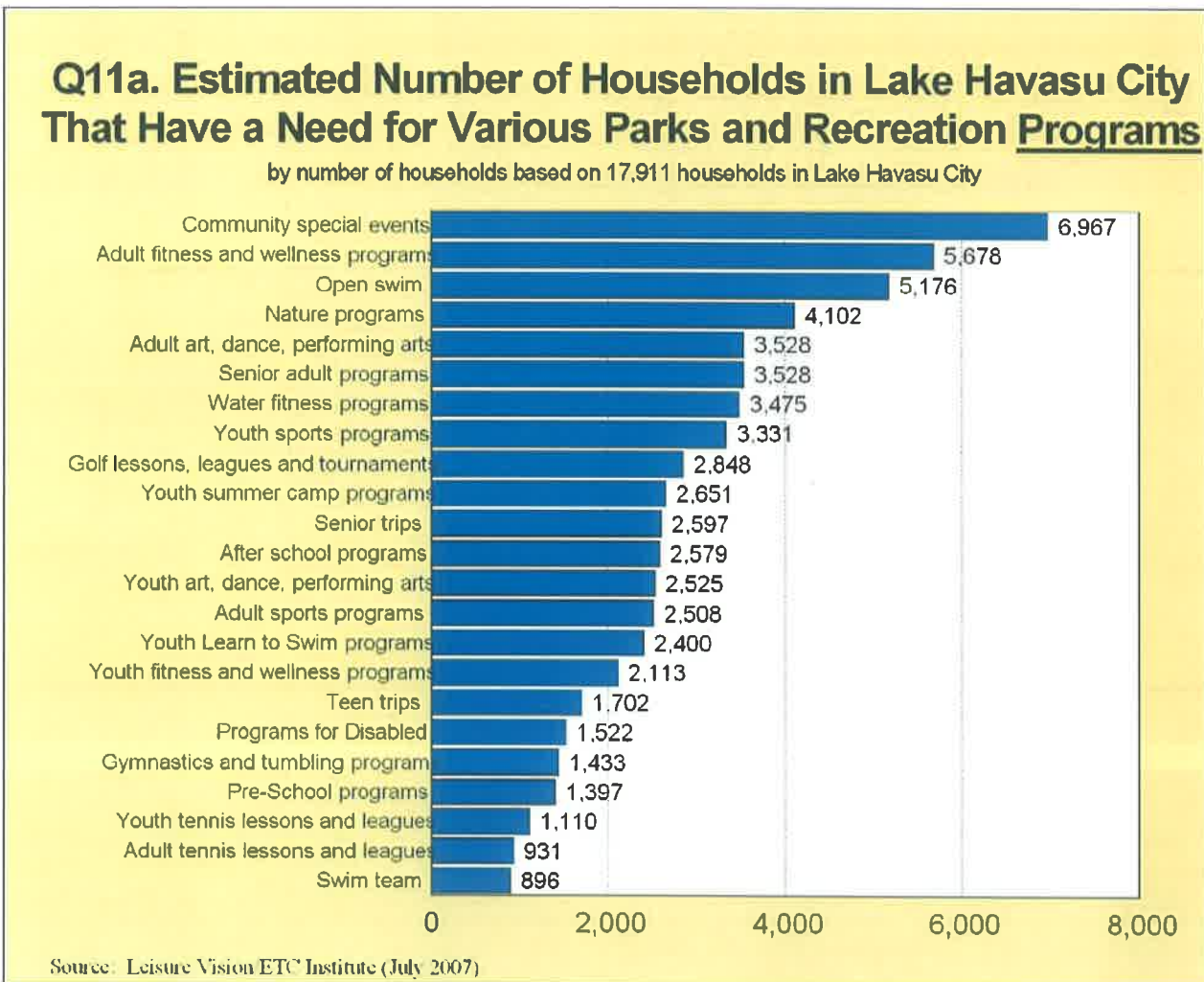
From a list of 23 recreation programs, respondents were asked to indicate all of the ones that they and members of their household have a need for. The following summarizes key findings:

- **There are two recreation programs that at least 30% of respondent households have a need for: community special events (39%) and adult fitness and wellness programs (32%).**



Need for Recreation Programs in Lake Havasu City

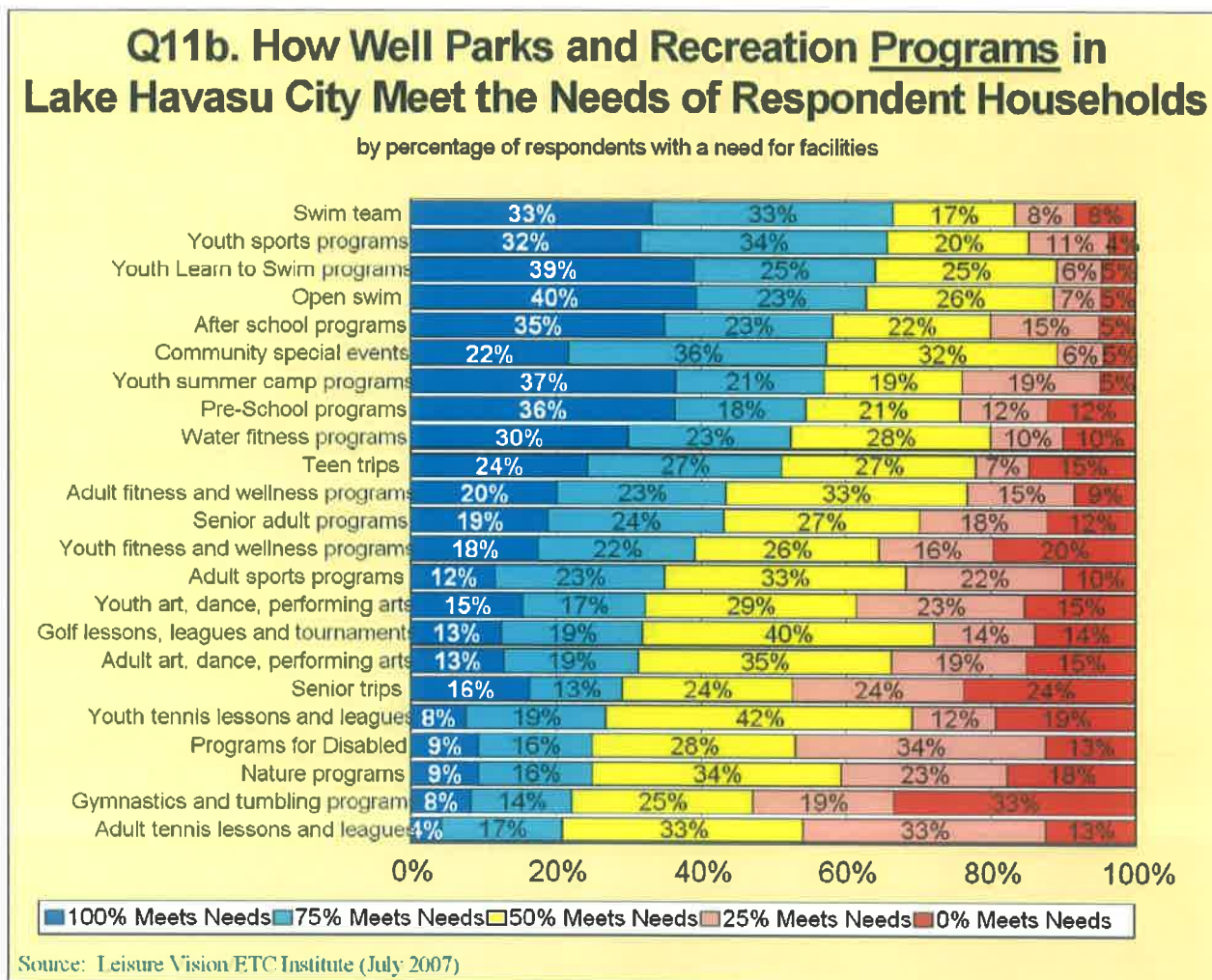
From the list of 23 recreation programs, respondents were asked to indicate which ones they and members of their household have a need for. The graph below shows the estimated number of households in Lake Havasu City that have a need for recreation programs based on 17,911 households in Lake Havasu City.



How Well Recreation Programs Meet Needs

From the list of 23 recreation programs, respondent households that have a need for facilities were asked to indicate how well those programs meet their needs. The following summarizes key findings:

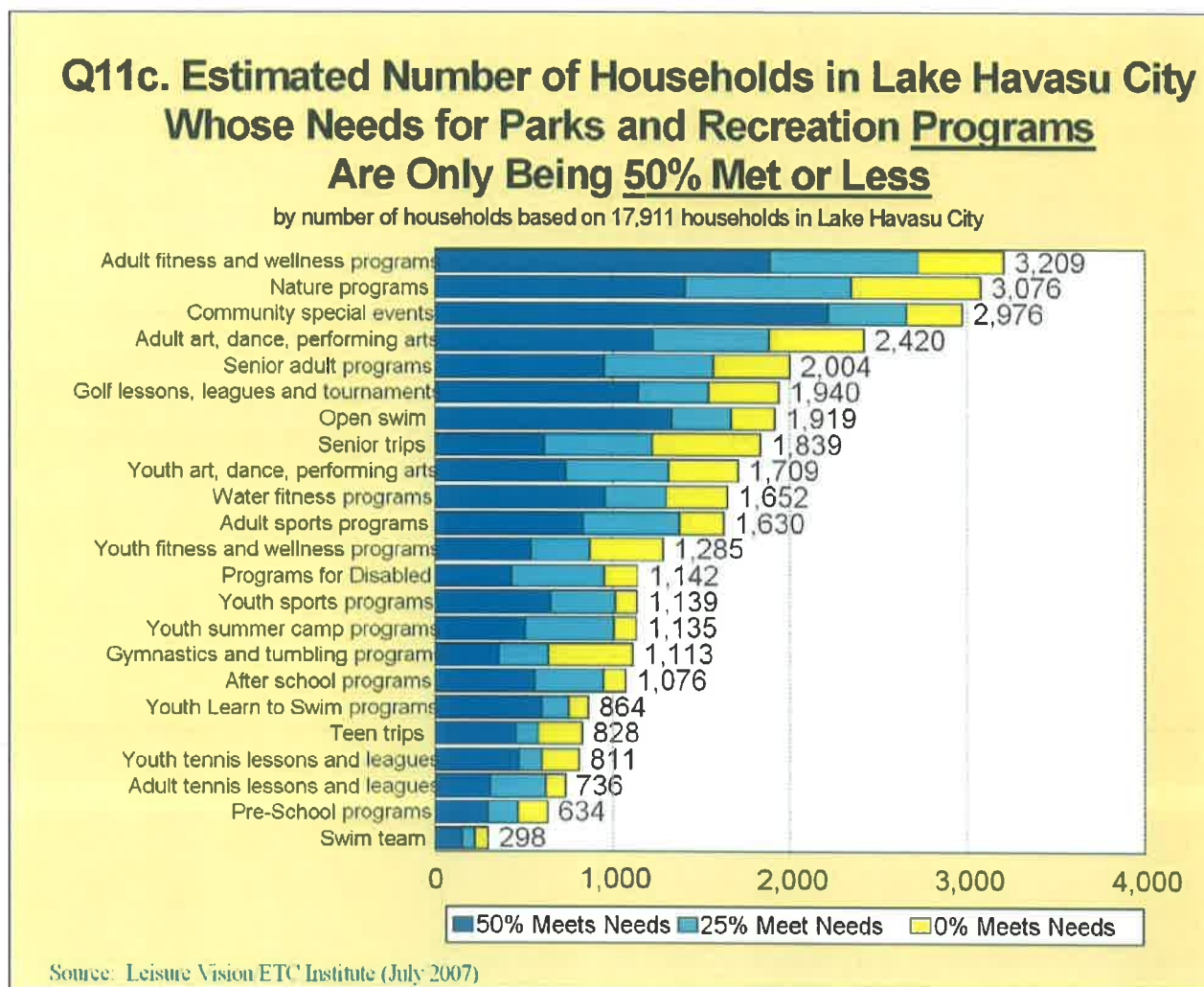
- For all 23 programs, 40% or less of respondents indicate the program completely meets the needs of their household.



Lake Havasu City Households with Their Program Needs Being 50% Met or

Less

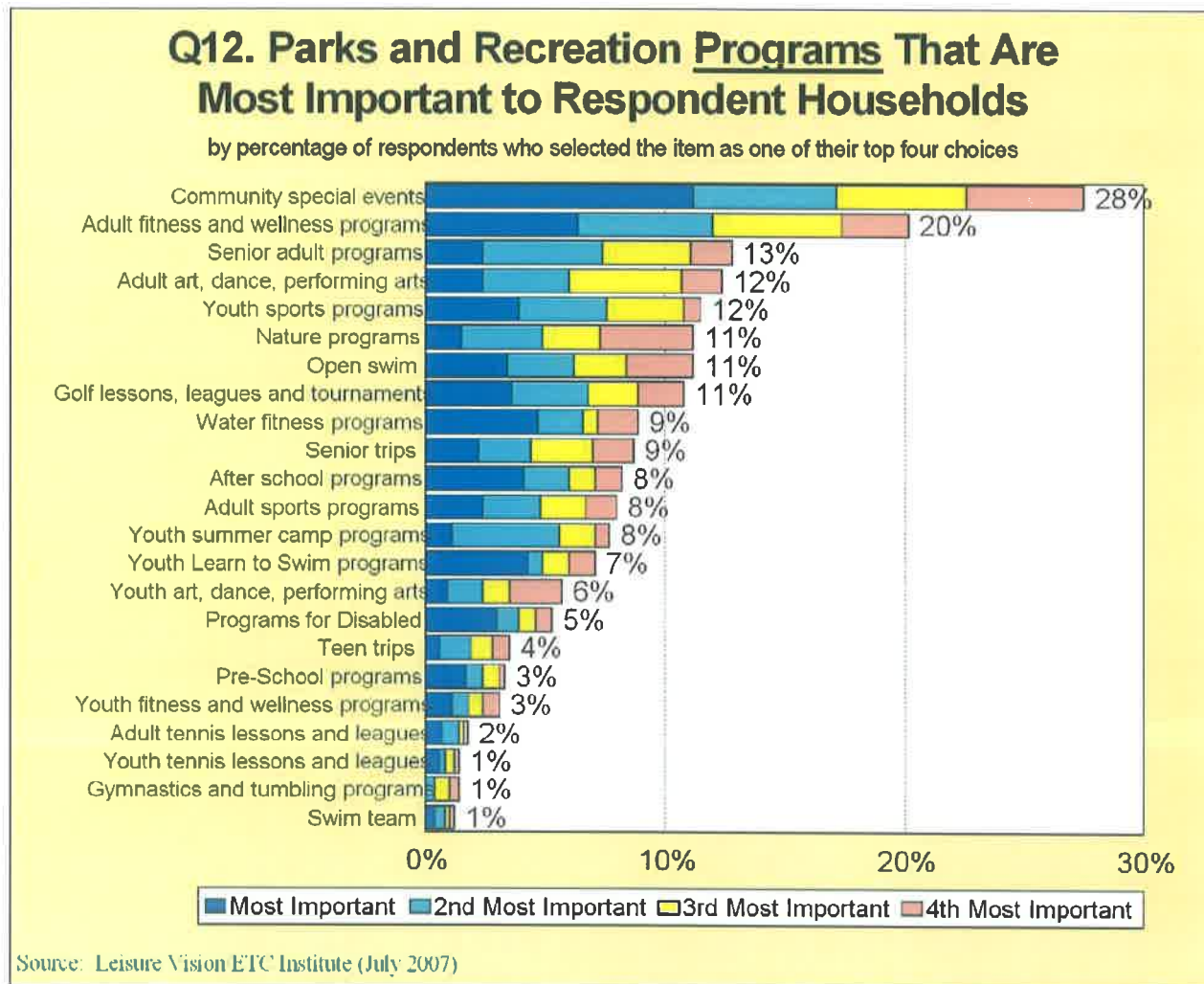
From the list of 23 recreation programs, respondent households that have a need for facilities were asked to indicate how well those facilities meet their needs. The graph below shows the estimated number of households in Lake Havasu City whose needs for facilities are only being 50% met or less, based on 17,911 households in Lake Havasu City.



Most Important Recreation Programs

From the list of 23 recreation programs, respondents were asked to select the four that are most important to their household. The following summarizes key findings:

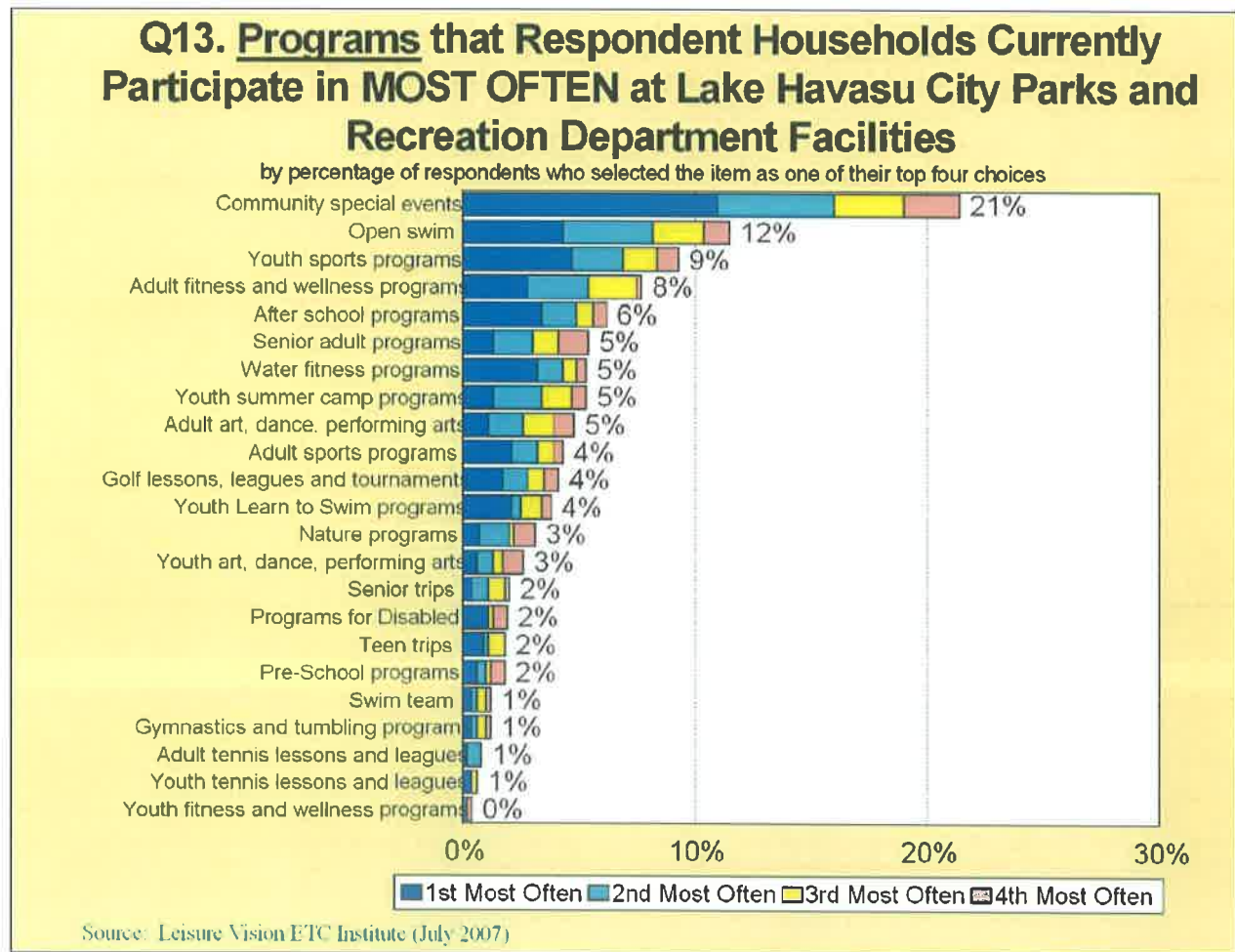
- **Based on the sum of their top four choices, the programs that are most important to respondent households are: community special events (28%), adult fitness and wellness programs (20%), and senior adult programs (13%).** It should also be noted that community special events had the highest percentage of respondents select it as their first choice as the most important program.



Programs Respondent Currently Participates in MOST OFTEN

From the list of 23 recreation programs, respondents were asked to select the four that they currently participate in MOST OFTEN at Lake Havasu City Parks and Recreation Department facilities. The following summarizes key findings:

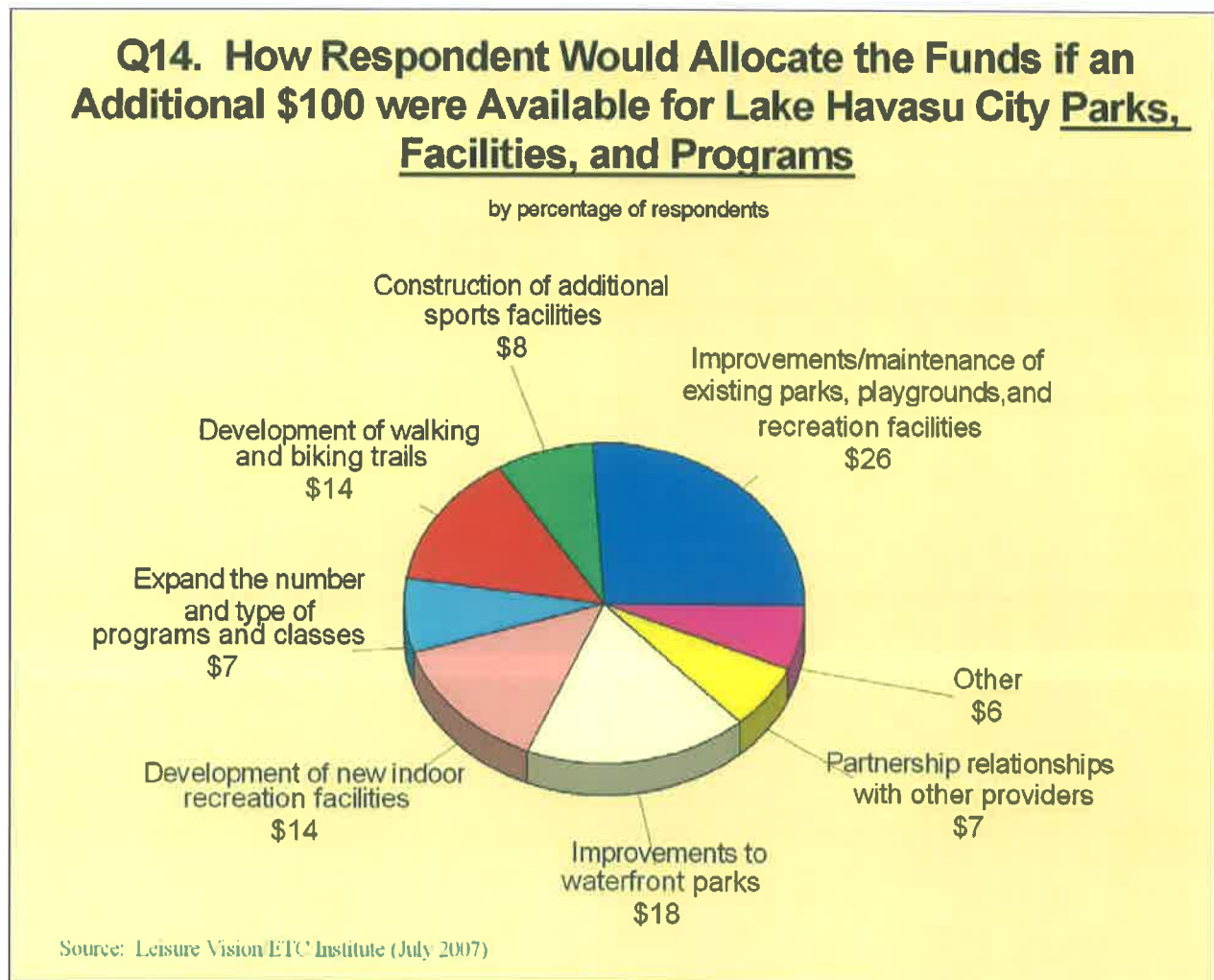
- **Based on the sum of their top four choices, the programs that respondent households currently participate in most often at Lake Havasu City parks and recreation department facilities include: community special events (21%), open swim (12%), and youth sports programs (9%).** It should also be noted that community special events had the highest percentage of respondents select it as their first choice as the most important program.



Allocation of Funds

Respondents were asked how they would allocate \$100 in additional funds among 7 categories if it were made available for Lake Havasu City parks, facilities, and programs. The following summarizes key findings:

- **Respondents would allocate \$26 out of every \$100 on the improvements/maintenance of existing parks, playgrounds, and recreation facilities.** The remaining \$74 were allocated as follows: improvements to waterfront parks (\$18), development of walking and biking trails (\$14), development of new indoor recreation facilities (\$14), construction of additional sports facilities (\$8), expand the number and type of programs and classes (\$7), partnership relationships with other providers (\$7), and other (\$6).



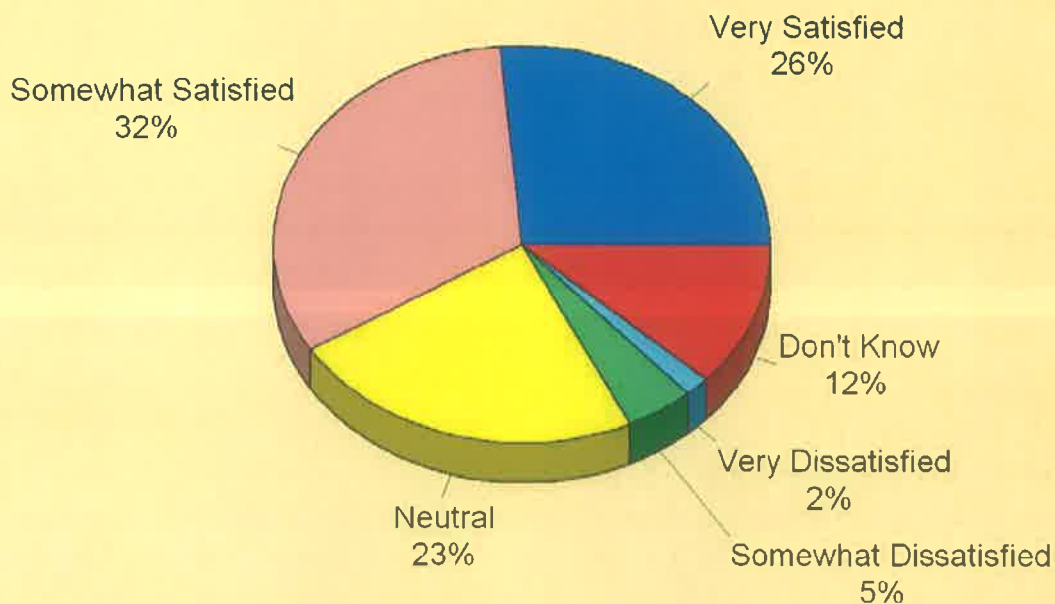
Respondent Satisfaction with Overall Value Household Receives

Respondents were asked to indicate their satisfaction of the overall value their household receives from parks, programs, and services provided by the Lake Havasu City Parks and Recreation Department. The following summarizes key findings:

- **Sixty percent (58%) of respondents indicated that they are either very satisfied (26%) or somewhat satisfied (32%) with the overall value their household receives from parks, programs, and services provided by the Lake Havasu City Parks and Recreation Department. 7% indicated that they are either somewhat dissatisfied (5%) or very dissatisfied (2%). Additionally, 23% indicated “neutral” and 12% “don’t know”.**

Q15. Respondent's Satisfaction with the Overall Value Their Household Receives from Parks, Programs, and Services Provided by the Lake Havasu City Parks and Recreation Department

by percentage of respondents

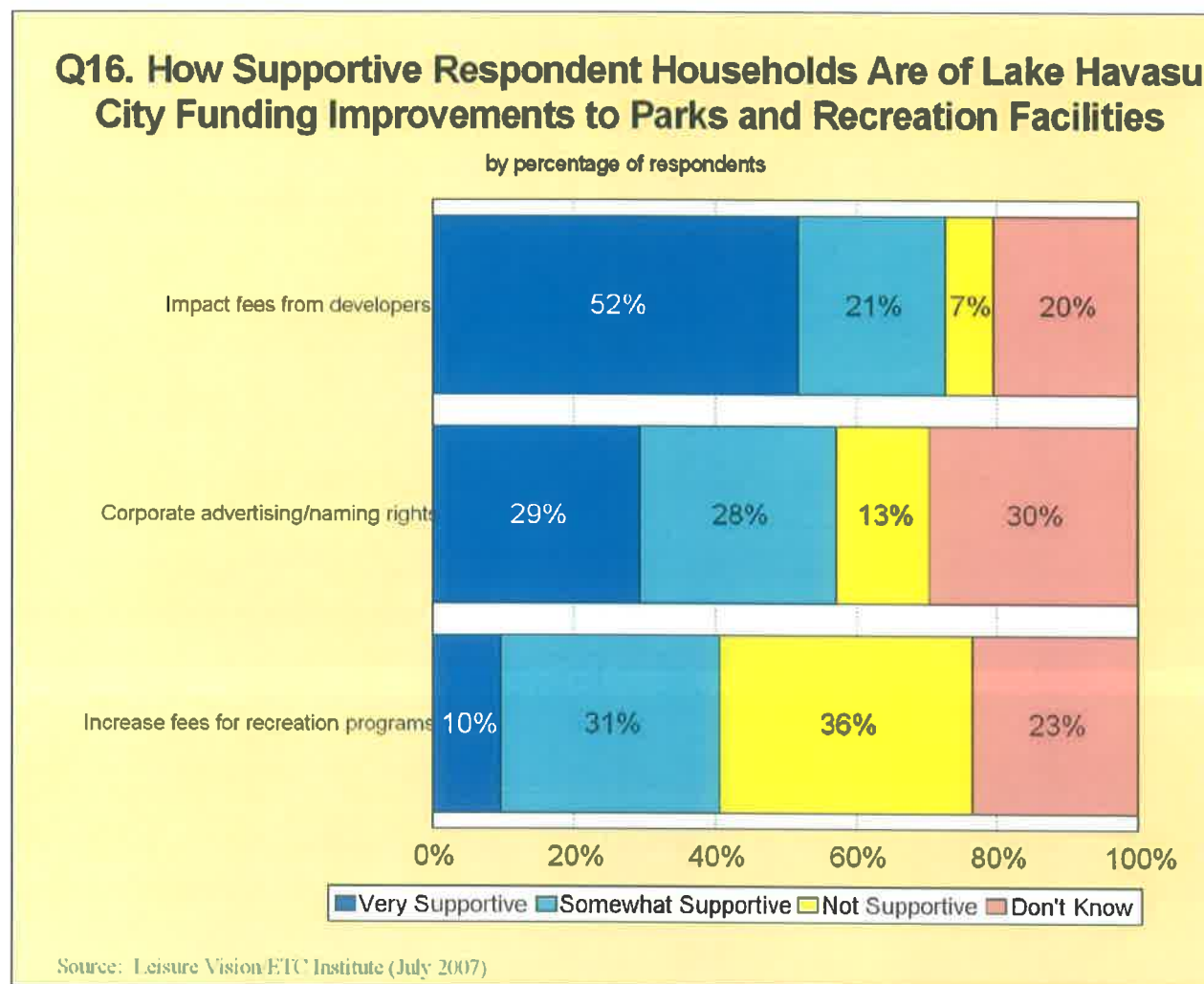


Source: Leisure Vision/ETC Institute (July 2007)

Respondent Support of Funding Improvements

Respondents were asked to indicate how supportive they are of Lake Havasu City funding improvements to parks and recreation facilities that are most important to their household. The following summarizes key findings:

- **At least 40% of respondents indicated being either very supportive or somewhat supportive of each of the sources of non-tax revenues.** Additionally, 52% of respondents were very supportive of using impact fees from developers.



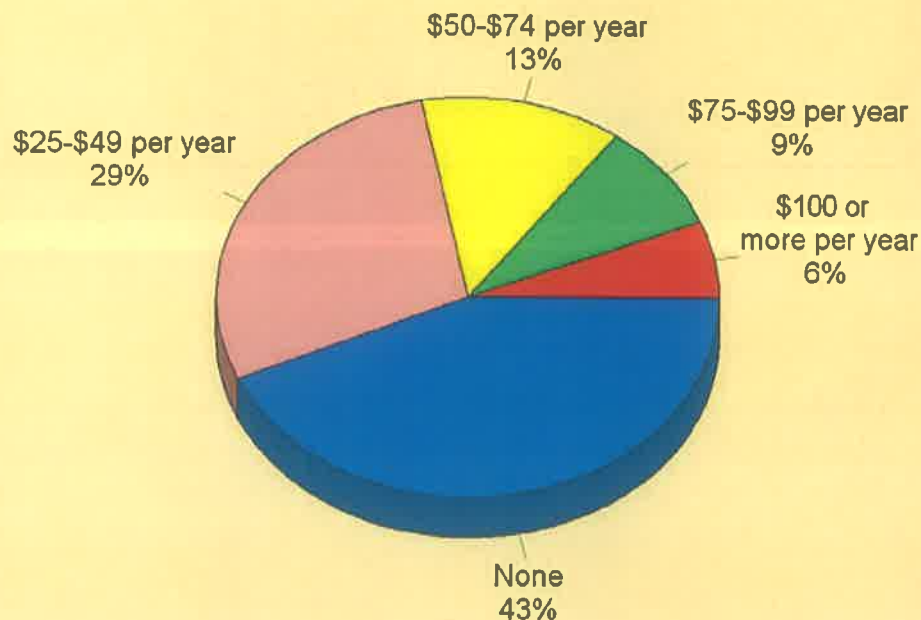
Maximum Amount of Additional Property Taxes Respondent is Willing to Pay

Respondents were asked to indicate the maximum amount of additional annual property taxes they would be willing to pay to fund the types of parks, trails, recreation facilities and programs that are most important to their household. The following summarizes key findings:

- **Fifty-seven percent (57%) of respondents indicated that they would be willing to pay some tax to fund the types of parks, trails, and recreation facilities and programs that are most important to their household.** 29% of respondents indicated that the maximum amount of additional annual property taxes they would be willing to pay was \$25-\$49. In addition, 13% indicated they would pay \$50-\$74 per year, 9% indicated they would pay \$75-\$99 per year, 6% indicated they would pay \$100 or more per year, and 43% indicated they would pay “none”.

Q17. The Maximum Amount of Additional Annual Property Taxes Respondent Would Be Willing to Pay to Fund the Types of Parks, Trails, Recreation Facilities and Programs That Are Most Important to Their Household

by percentage of respondents

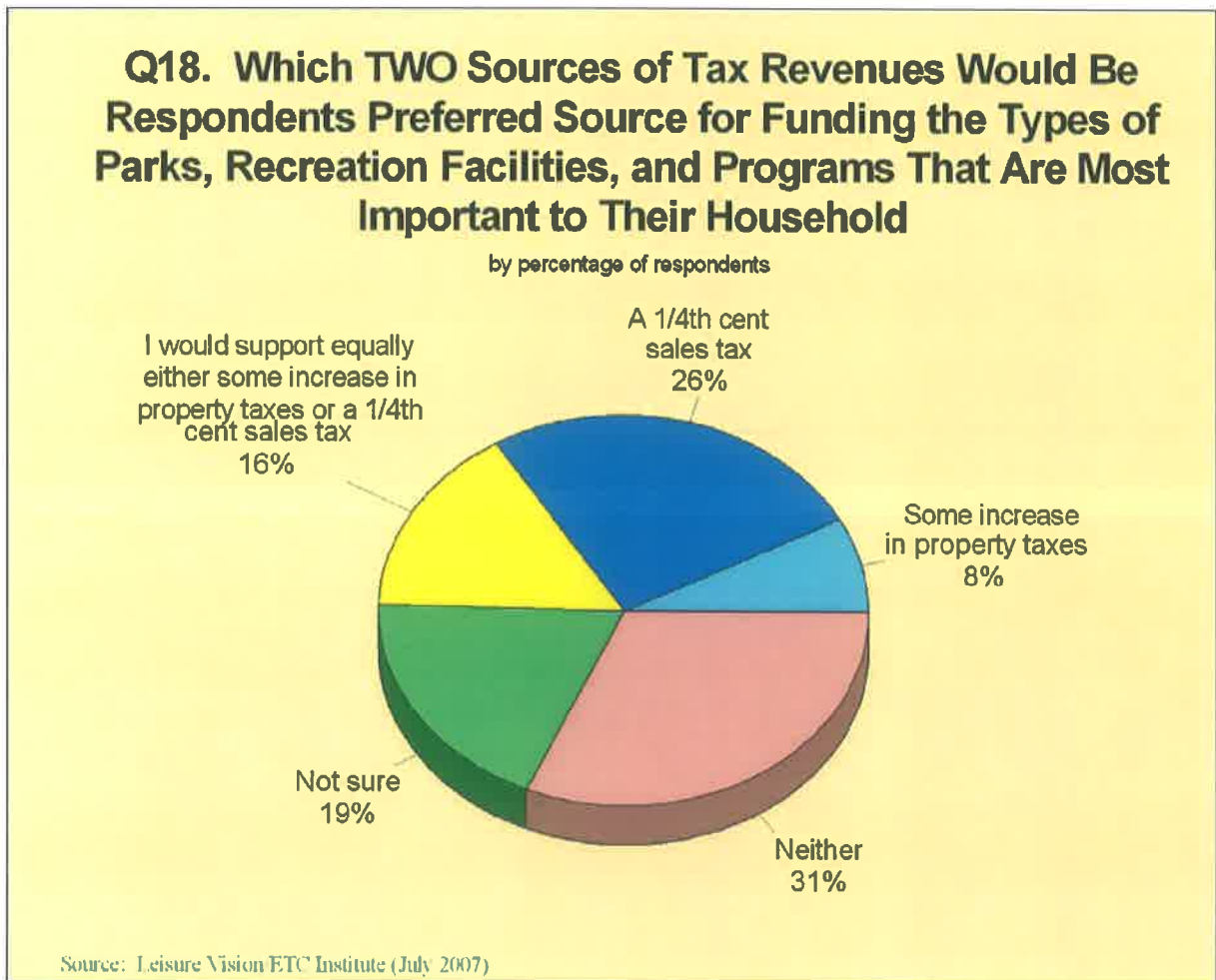


Source: Leisure Vision/ETC Institute (July 2007)

Respondent's Preferred Source for Funding Parks, Recreation Facilities, and Programs

Parks and recreation facilities and programs are funded through a combination of tax revenues and non-tax revenues. Respondents were asked to indicate which TWO sources of tax revenues would be their preferred source for funding the types of parks, recreation facilities, and programs that are most important to their household. The following summarizes key findings:

- **Twenty-six percent (26%) of respondents indicated that a 1/4th cent sales tax would be their preferred source for funding the types of parks, recreation facilities, and programs that are most important to their household.** In addition, 16% indicated “I would support equally either some increase in property taxes or a 1/4th cent sales tax, while 8% indicated some increase in property taxes would be their preferred source for funding. Additionally, 31% indicated neither and 19% indicated not sure.



Importance of Funding Improvements to Facilities and Programs Compared

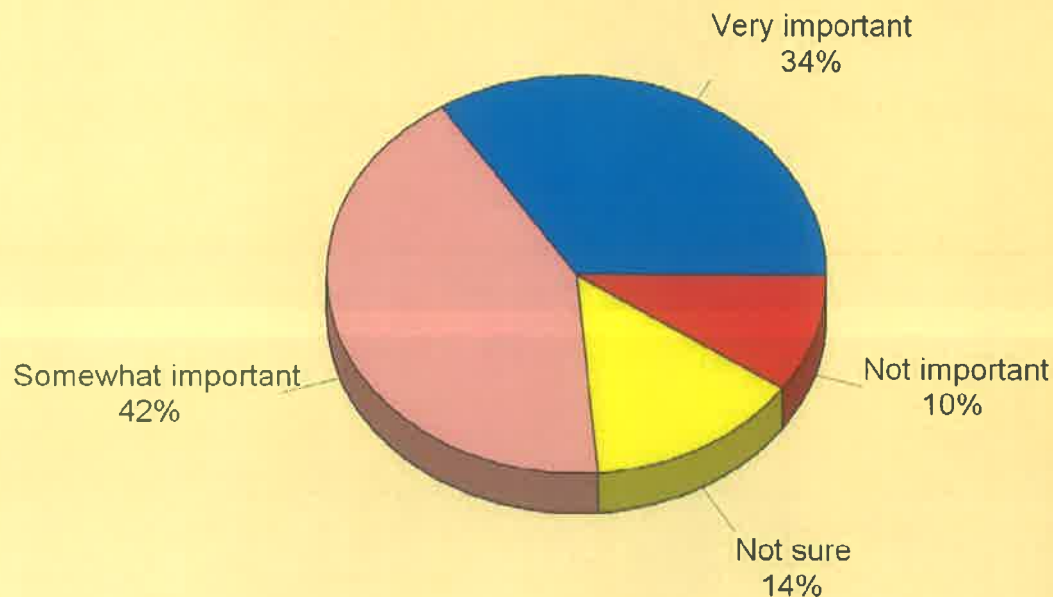
to Other Priorities

Respondents were asked how important they think it is for Lake Havasu City to fund improvements to parks, trails, recreation and aquatic facilities and programs compared to other priorities for Lake Havasu City such as police, fire, water, sewer, and streets. The following summarizes key findings:

- **Seventy-six percent (76%) of respondents indicated that it is either very important (34%) or somewhat important (42%) for Lake Havasu City to fund improvements and programs compared to other priorities for Lake Havasu City such as police, fire, water, sewer, and streets.** An additional 10% indicated “not important” and 14% indicated “not sure”.

Q19. How Important Respondent Thinks it is for Lake Havasu City to Fund Improvements to Parks, Trails, Recreation and Aquatic Facilities and Programs Compared to Other Priorities for Lake Havasu City Such as Police, Fire, Water, Sewer, and Streets

by percentage of respondents

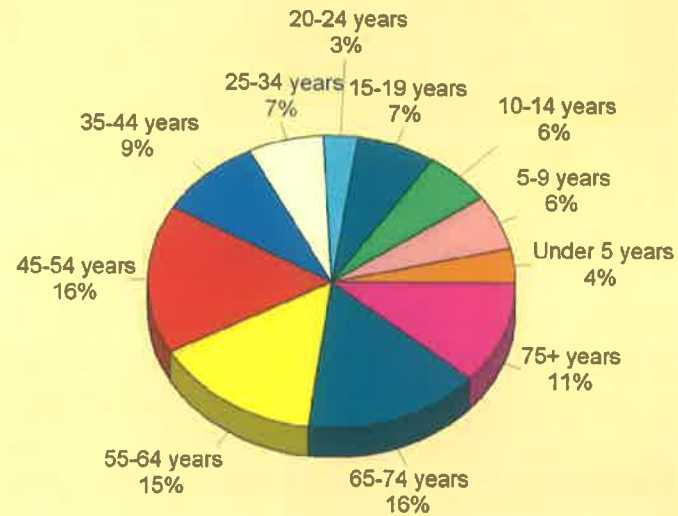


Source: Leisure Vision/ETC Institute (July 2007)

Demographics

Q20. Demographics: Ages of Household Members

by percentage of respondents



Source: Leisure Vision ETC Institute (July 2007)

Q21. Demographics: Age of Respondent

by percentage of respondents

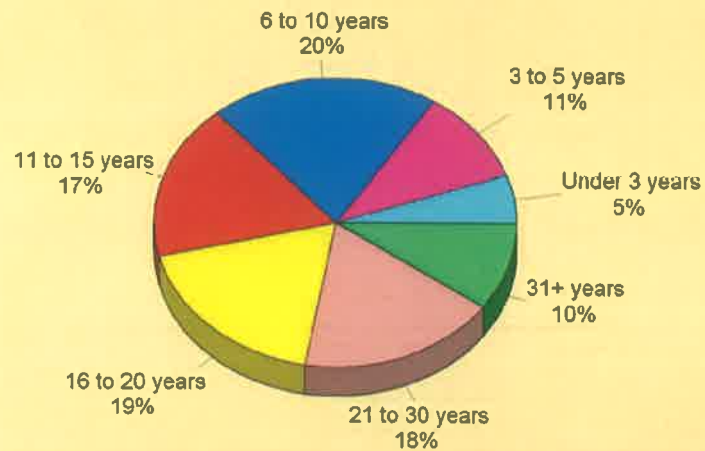


Source: Leisure Vision ETC Institute (July 2007)

Demographics

Q22. Demographics: Amount of Years Lived in Lake Havasu City

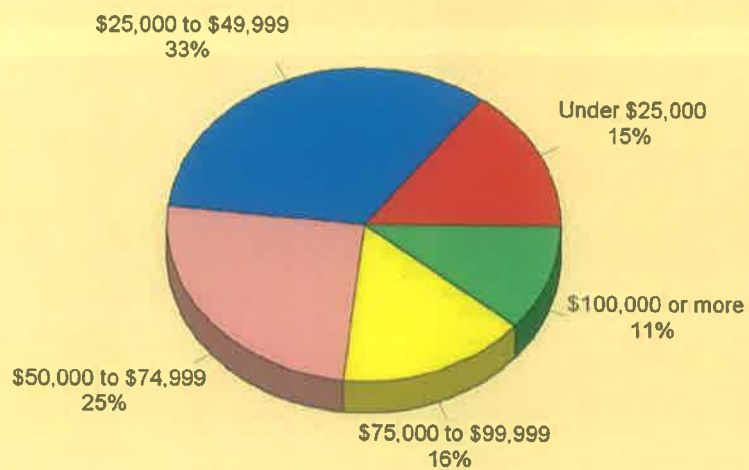
by percentage of respondents



Source: Leisure Vision ETC Institute (July 2007)

Q24. Demographics: Total Annual Household Income

by percentage of respondents

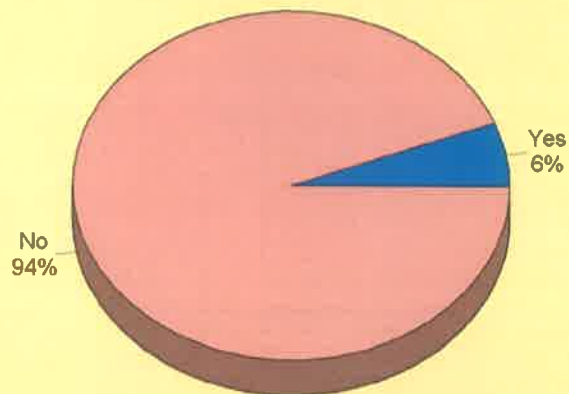


Source: Leisure Vision ETC Institute (July 2007)

Demographics

Q25. Demographics: Whether Respondent is of Hispanic, Latino, or other Spanish Heritage

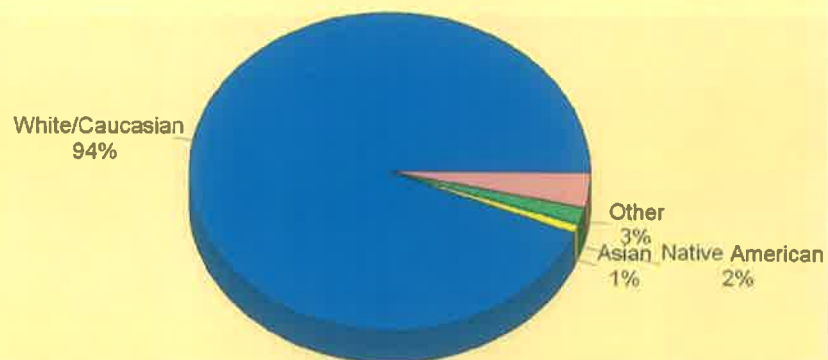
by percentage of respondents



Source: Leisure Vision ETC Institute (July 2007)

Q26. Demographics: Race/Ethnicity

by percentage of respondents



Source: Leisure Vision ETC Institute (July 2007)

Demographics

